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HUDDLE—*Martin Revson (right), former vp of Revlon, huddles with Carl Erbe, pr consultant, at the House tv quiz show probe. Mr. Revson denied charges he knew the shows sponsored by Revlon were rigged.*

Quiz Scandal Spotlight May Alter Basic Structure of TV Advertising

CBS Asks NAB Aid in Creating New TV Ad Code

Network Aims to End Deceptive Ads, Stanton Tells House Probers

WASHINGTON, Nov. 6—Frank Stanton, president of Columbia Broadcasting System, revealed today that his network's cleanup campaign has been expanded to embrace leadership in an industrywide drive to find ways of cutting down on objectionable commercials.

In an appearance before the House committee on legislative oversight he reiterated steps CBS is taking to eliminate deception in its programming operations, and reported (1) that general rules covering all program areas will soon be issued, and (2) that CBS has approached National Assn. of Broadcasters with a proposal that its tv code committee unite networks, affiliates and advertisers in an agreement "on a new code which will recognize and eliminate legitimate complaints."

His proposal for voluntary efforts by the industry to tighten up on commercials is in line with the appeal earlier this week by Chairman Earl Kintner, of the Federal Trade Commission, for the industry to eliminate commercials which "dance on the edges of the law."

■ And it may be just a step ahead of the next phase of the congressional probe of tv.

As the quiz hearing ended today, Rep. Oren Harris (D., Ark.), the committee chairman, said the staff has been instructed to proceed with new investigations in-

(*Continued on Page* 127)

Quiz Rigging Is Whip as TV Endures 'Hell Week'; Congress Hearings Spur Massive Soul Searching

(*For more news relating to the tv quiz investigation, see editorial on Page* 3; *"In Washington," Page* 6, *and stories on Pages* 2 *and* 71.)

WASHINGTON, Nov. 6—Advertiser interference, agency and network subservience and packager corruptibility were the prevailing diagnosis as House investigators cut to the marrow this week in a meticulous autopsy of the forces which led to the rigging of tv's popular quiz shows.

At least two committee members—Rep. John Moss (D., Cal.), and Rep. Steve Derounian (R., N. Y.)—pounded away at their belief that a major lesson from the study is that advertisers ought to be kept out of the programming side of television. Rep. Oren Harris (D., Ark.), the committee chairman, expressed his exasperation by declaring, "Unless the industry stops trying to whitewash this kind of behavior and comes up with more effective methods of dealing with such problems, it is going to bring about the kind of control which it does not want, and which none of us wants."

■ When James Webb, president of C. J. LaRoche & Co., testified he could no longer have respect for the integrity of the producers of "$64,000 Question" and "$64,000 Challenge," Rep. Moss snapped, "Rigging is so general you must have difficulty regarding many of your associates in broadcasting and advertising as men of integrity."

Rep. Derounian told Mr. Webb that advertising agencies "share great responsibility" with the networks for the deceptions that occurred.

In an earlier set of hearings, the committee exposed rigging on "Twenty One" and other NBC programs. This week CBS programs were in the spotlight, specifically "$64,000 Question" and "$64,000 Challenge."

■ Much of the testimony sought to establish the amount of power which Revlon was able to exercise over Entertainment Productions, packager of the quiz shows.

Producers claimed their controls over contestants were constantly tightened in an effort to stage the kind of contests Revlon insisted on. Testimony was received that most big money winners were helped in one way or another and that questions were rewritten by staff members who even had access to the vault of the Manufacturers Trust Co.

Revlon, in turn, claimed producers were legally and economically in the driver's seat. To support this point, Martin Revson, former Revlon exec vp, pointed out that producers of "$64,000 Question" were able to insist on a full year renewal for the third year, even though ratings were dropping; Revlon, he said, would have preferred 13-week renewals.

■ George J. Abrams, former Rev-

(*Continued on Page* 8)

$1,000,000 Crane Account Moves to N. W. Ayer

CHICAGO, Nov. 6—Crane Co. yesterday moved its $1,000,000 account to N. W. Ayer & Son, giving the agency its second piece of new business in recent weeks.

After interviewing six agencies (AA, Nov. 2)—including Buchen Co., the former agency—Crane announced the Ayer appointment, explaining: "Due to Crane's new concept of distribution through independent wholesalers, the company was seeking a marketing agency with offices in major cities." The move is effective Jan. 5.

Other agencies considered were Compton Advertising, the runner-up, Erwin Wasey, Ruthrauff & Ryan, Waldie & Briggs and J. Walter Thompson Co. Crane manufactures valves and plumbing and heating fixtures.

■ Last week Ayer was awarded a group of proprietary products by Pharmaco Inc., succeeding Doherty, Clifford, Steers & Shenfield (AA, Nov. 2); total billings on these is estimated at $1,500,000 annually.

Ayer recently did some executive shuffling in its branch offices, apparently to spur a new business drive. One move was the naming of William B. Carr, formerly vp and ad manager of *McCall's*, to handle midwest business for Ayer (AA, Jan. 12). The Crane acquisition is his first new business coup. #

Time to Change Men Running Nets, 4A's Told

Susskind Hits 'Obscene' Ads; Martineau Says Copy's Dull, Doesn't Sell

(*More Four A's news is on Page* 2)

NEW YORK, Nov. 5—Candor, criticism and castigation marked at least one session of the two-day eastern annual conference of the American Assn. of Advertising Agencies here.

At the creative meeting, held in the rarefied atmosphere of the Museum of Modern Art, speakers often sounded more like advertising's arch enemies than fellow admen. Biggest ovation of the session went to the harshest critic of all, David Susskind, executive producer of Talent Associates.

In his usual alliterative manner, Mr. Susskind maintained that tv was "not only rigged," but was "rotted, rutted and rancid." He lamented the "plethora of junk," which, he said, marks tv programming today. Tv programs are becoming merely "good things to knit by," he said.

"By God, it's time for a change—a change of the men who're running the networks. The airwaves are now in the hands of men who care nothing about the

(*Continued on Page* 127)

No. 1 Goal: Self-Aggrandizement . . .

Upgrade Own Stature in Industry, Industry Image Too, Quirk Tells BPA

All TV 'Tainted' by Scandal, 'TV Guide' Exec Warns Promoters

(*More news and pictures of the BPA meeting on Pages* 2, 22, 112.)

PHILADELPHIA, Nov. 4—Two key issues were stressed here this week at the fourth annual convention of the Broadcasters' Promotion Assn.: (1) The job that promotion, exploitation, advertising and merchandising directors have to do in order to upgrade their own stature within the industry and with their own top managements and (2) the task they face of restoring tv's quiz "tainted" image with the public.

The question of the promotion manager's status in his own organization and his relationship to other executives at his station was raised repeatedly in the formal speeches and in the discussion sessions. The consensus seemed to be that there is a need for a clearer definition of his specific duties and his line of responsibility.

■ James T. Quirk, publisher of *TV Guide*, advised the promotion men to make the upgrading of their own stature their No. 1 goal—"a campaign of self-aggrandizement, if you will."

Promotion managers, he suggested, should report to the top management; they should not be subject to the "whims and fancies of the program manager or the sales manager," but should be a part of the group which decides on the station's over-all image.

"If all you are doing is fulfilling the promises made to clients by the sales manager and salesmen, that is not an audience promotion campaign at all," Mr. Quirk told the promotion men and women.

After an earlier aside remark to the effect that he would not refer to the "quizlings," Mr. Quirk ended with an obvious reference to tv's

(*Continued on Page* 129)

Broadcasting: After the Scandal, What?

Some likely effects of the television quiz furor are analyzed by Advertising Age editors in New York and Washington, in a special broadcasting section reviewing the entire current broadcast scene. The section begins on Page 71.

Last Minute News Flashes

Milnot, McCann Part Company After Five Years

LITCHFIELD, ILL., Nov. 6—Milnot Co., producer of milk compounds, and McCann-Erickson, Chicago, have ended their five-year relationship, as a result of account conflicts at McCann (presumably the Milk Foundation and the National Dairy Council). Milnot reportedly has screened several agencies and will make its appointment next week. The account bills about $300,000.

Bennett, Chase Leave Fred Gardner, Open Agency

NEW YORK, Nov. 6—C. Ralph Bennett, exec vp and creative director of Fred Gardner Co., has resigned, reportedly to establish Bennett & Chase Co., New York agency, with Edward G. Chase, a Gardner vp. The new agency will have D. P. Harris Hardware & Mfg. Co. (Rollfast skates and bicycles) and Hoffmann-LaRoche's vitamin, aromatics and Canadian vitamin divisions as initial clients. Both were accounts Mr. Chase brought to Gardner. At Gardner, Harry C. Lotufo has been named exec vp, and Robert Luce has been named creative director.

Sun Oil Ltd. to Leave Tandy-Richards

TORONTO, Nov. 6—Sun Oil Co. Ltd. will drop Tandy-Richards Advertising, but said it is "too early" to discuss which agencies are being considered for the account, estimated to bill about $450,000 annually. The account was handled at Tandy by Art Collins, who resigned recently as vp to join Stanfield, Johnson & Hill.

(*Additional News Flashes on Page* 127)

Trade Drive Key to Kodel 'Catch-Up' Push

Eastern 4A's Also Told How Marketing Idea Aided Hostess Bow

NEW YORK, Nov. 4—Case histories on two new-product introductions—Kodel and Hostess Finer doughnuts—several fundamental observations on the difference between advertising and marketing, and the need for agency-client teamwork in this area, were features of the marketing meeting today at the eastern annual conference of the American Assn. of Advertising Agencies.

■ Daniel D. Kinley, vp and chairman of the marketing plans board at McCann-Erickson, who presided over the meeting, summed up his feelings on agency-client teamwork with five observations:

• 1. Agencies have tremendous resources in marketing.

• 2. Therefore a team arrangement, combining the agency's broad marketing experience with the client's specific marketing knowledge, is the most effective system.

• 3. The more knowledge shared by the client with the agency, the more effective the agency will be.

• 4. Agency resources are not

(Continued on Page 129)

CBS Radio Names Sudler & Hennessey

NEW YORK, Nov. 5—Sudler & Hennessey was selected from a roster of about 18 agencies to handle the CBS Radio account.

Doyle Dane Bernbach Inc. gave up the CBS Radio account in mid-September to pick up the ABC Radio and ABC-TV accounts. DDB did not take on the ABC assignment until it got an okay from CBS Radio.

"Although Sudler & Hennessey is not particularly well known, they turn out the quality work we are looking for," said Louis Dorfsman, vp in charge of art, advertising and promotion at the network.

■ Most of the network's advertising has been in direct mail and on-the-air, which is not subject to the usual 15% discount, in addition to about $150,000 currently being spent in trade publications. But there is always a potential for a consumer campaign, Mr. Dorfsman pointed out. #

Newcastle Launches New Cinema Program, 'Showbill'

Newcastle Publications, New York, began distribution of its new publication, *Showbill*, Nov. 1, to patrons of Manhattan's first-run art movie theaters. Contents of the magazine include cast listings, credits and background data concerning the film on view at the theater of distribution. Offices of Newcastle Publications are located at 110 E. 36th St., New York.

TASTE'S THE SAME—*Watkins Products Inc., Winona, Minn., will use this color page in the December issue of Good Housekeeping to promote its new vanilla bottle and label design. The new bottle will also be featured on tv. White, Herzog & Nee, Minneapolis, is the agency.*

ANA Poll Finds Members See 10% Ad Hike in '60

HOT SPRINGS, VA., Nov. 6—Members of the Assn. of National Advertisers plan to boost their 1969 ad budgets by an average of 10%.

This was learned from an ANA survey of member companies. The study showed "a very strong upward trend" in ad expenditures by advertisers of ale, beer and wine, confections and soft drinks, cosmetics and toiletries, drugs, electronics, metal fabrication and public utilities.

The ANA findings, to be announced at the group's annual meeting, which begins here Sunday, came out of an analysis of 290 questionnaires from members in 333 industry classifications, spending a combined $1 billion-plus on advertising. Expenditures for 1959 compared with 1958, and plans for 1960, were reported.

Of 266 companies reporting plans for 1960, there were 214 companies (80%) which said they would spend more than in 1958; 32 companies (12%) figure to

(Continued on Page 26)

Ad Rules for Defense Contractors Are Eased—Slightly

WASHINGTON, Nov. 5—The major revision in Defense Department cost regulations which was made public today makes only minor concessions to industry people who have been hoping for more flexible treatment of advertising expense.

After nearly three years of investigation, the comprehensive updating of Section XV of the armed services procurement regulations, finally adopted for use by contracting officers of all branches of the services, retains the long standing policy that advertising, other than certain kinds of advertising in trade and technical publications, is not a proper cost to be charged against the government.

The new rules retain intact the long-standing provision which permits limited advertising in trade and technical journals which are valuable for the dissemination of technical information within the contractor's industry. It also retains the recognized right of defense contractors to charge the government for help wanted advertisements.

■ Two new forms of advertising are recognized for the first time as

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'McCall's' Shifts Guarantee and Rate Increase to May

McCall's has decided to make its guarantee of 6,000,000 effective with the May, 1960, issue. A month ago, the magazine announced it would raise its guarantee to 5,700,000 in February, 1960, but would continue to charge rates based on a circulation of 5,500,000 (AA, Aug. 12). Then it announced that beginning next May it would charge on the basis of a 5,700,000 guarantee, and would advance its guarantee to 6,000,000 in October, 1960. The new b&w page rate will be $22,990 with no premium for bleed. When the guarantee was 5,500,000 the rate was $20,915 and when the charge moved to a basis of 5,700,000 circulation, it was $21,670.

'Saturday Review' Rates Up

Saturday Review, effective April 1, 1960, will increase its net paid average weekly circulation from 200,000 to 230,000, and will boost the advertising rate from $1,660 to $1,900 per b&w page (420 lines). Rate per agate line will go from $5.35 to $6.15.

FTC Complaint Hits L-O-F, GM 'Trick Photo' Ad

Libbey-Owens Denies Trickery; FTC Says Its Plaints to Hit Agencies

WASHINGTON, Nov. 5—The Federal Trade Commission's promised cleanup of tv advertising got under way today with charges that two blue chip corporations—General Motors and Libbey-Owens-Ford—used camera trickery to make their safety glass look better than competing products.

The complaint against the two companies stemmed from a commercial which sought to show that safety plate glass produced by L-O-F and used in side windows of GM cars is free of distortion, while safety sheet glass used by competitors has a high degree of perceptible distortion.

According to FTC, in one sequence of pictures the disparity between optical distortion of safety sheet glass and safety plate glass was demonstrated inaccurately by using different camera lenses. In another sequence, the commission said, the picture purportedly taken through an automobile safety plate window was actually taken through an open

(Continued on Page 132)

TV Code Board Offers FTC Aid in Ad Cleanup

WASHINGTON, Nov. 6—Don McGannon, chairman of the NAB tv code review board, this week visited FTC Chairman Earl Kintner to offer him the industry board's cooperation in the commission's drive against deceptive tv advertising. (See story on Libbey-Owens-Ford above.)

Mr. McGannon, who was accompanied by Ed Bronson and Harry Ward of the NAB code staff, commended the FTC's approach in seeking to make the clean-up drive a joint industry and government endeavor. Mr. McGannon is president of Westinghouse Broadcasting.

■ The head of the code board explained the functions of the board and its operation areas. He informed the FTC chairman and his staff that the board had already started its own investigation of misleading tv advertising, with particular emphasis on reportedly "rigged" demonstrations of one product vs. another. Arrangements were made to maintain regular liaison between the code board staff and the commission staff.

Mr. McGannon told AA that the code board expects to have a report ready on its study of misleading tv commercials by Nov. 16 when the group meets in Los Angeles. He said there are only seven or eight commercials in which the faked demonstration technique has allegedly been used. The board's efforts to look into these charges has been slowed somewhat by difficulty encountered in locating the specific commercials.

"I'm afraid," Mr. McGannon said, "that people aren't cooperating in some cases."

In other cases the problem has been one of poor sponsor identification. The board is searching for some commercials that have been described by informants, who knew only the technique involved—and not the name of the advertiser or the featured product. #

Quiz Scandal Shows Broadcaster Must Control Output: Petersmeyer

'Holocaust' Hits Whole Industry, Corinthian's President Warns BPA

PHILADELPHIA, Nov. 3—A subject that was more or less on everybody's mind already—the quiz scandal—took center stage at the Broadcasters' Promotion Assn. convention almost as soon as the meeting got under way.

The issue was faced candidly by C. Wrede Petersmeyer, president of Corinthian Broadcasting Corp., in the opening session, which was devoted to the topic of public service.

"Regardless of the great desire of each of us in this room and in this industry individually to divorce ourselves from the parties and practices on trial today—regardless, indeed, of how far we are personally divorced from them—we are inexorably caught up in the [quiz] holocaust," Mr. Petersmeyer said. "We share the guilt whether we will or not. This we must understand."

He pointed out that there are many people in the business, including some in his own company, who feel that the industry has been set back several years in terms of stature with the American public by the dishonest quizzes. He then raised the "big question"—what should be done as a result of the quiz scandal.

Among the recommendations Mr. Petersmeyer offered:

• "If the quiz scandals have taught us anything, they have

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CHARLES E. DARWENT, *advertising manager of Seabrook Farms Co., Seabrook, N. J., has been named director of advertising and public relations.*

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Warren E. Grieb, general manager of Weekly Newspaper Representatives, says the weekly newspaper should no longer be regarded as a secondary ad medium ..... Page 44

Film maker panel charges that between 10% and 20% of agencies that produce tv ads needlessly run up production costs for clients through carelessness, thoughtlessness, lack of preparation and mind changing ..... Page 46

Robert P. Perrin, advertising manager of the U.S. Savings & Loan League, says more intensive advertising campaigns on the part of banks are necessary to promote thrift and curb erosion of the dollar's buying power ..... Page 58

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Norge Won't Cut Its Ads in Steel Shortage: Sayre

CHICAGO, Nov. 4—The steel strike won't affect Norge production for the rest of this year, anyway, and "we're going to keep on advertising and merchandising heavily right down to the bitter end," Judson S. Sayre, president of Borg-Warner Corp.'s Norge division, said today.

He told a press conference that Norge started stockpiling in November, 1958, and invested $6,500-000 in excess steel, thus insulating Norge from the strike for several months. If need be, Mr. Sayre said, Norge could shuffle its own steel supplies among its plants and be unaffected by the strike until the year's end.

■ As for advertising, "Right now we've got the biggest ad program going we've ever had (AA, Aug. 3), and we don't intend to cut so much as a dime from it," he emphasized.

(*Continued on Page* 118)

Midwest Dailies Score 9-Month Ad Gains, IDPA Reports

CHICAGO, Nov. 3—Midwest daily newspapers have enjoyed volume increases in all classes of advertising for the first nine months of 1959, according to the Inland Daily Press Assn.

But the association noted that the rate of increase in ad volume is tied closely to circulation. Forecasting the final figures for 1959, the IDPA noted; "The greater the newspaper's circulation, the greater its percentage gain should be over the volume it had last year."

The information is based on figures in Inland's "Advertising Index" report for nine months of 1959 and the corresponding period last year. Gains and losses among 33 midwest dailies in the 10,000 circulation class and 20 in the 25,000 circulation group are compared with gains and losses reported by Media Records for its "52 cities" newspapers.

Total advertising for the first three quarters increased 3.3% over last year in the 10,000 circulation group; it went up 6.1% for the 25,000 category, and 7.3% for the "52 cities" dailies. #

ACROSS THE CHANNEL—*French designer Pauline Trigere chats with Edward Whitehead in a rare non-Schweppesian print appearance for the commander, as part of the new Rolex campaign. The ad broke in Sports Illustrated Nov. 2, and is part of a series running there and in Newsweek and The New Yorker. de Garmo Inc., New York, is the agency.*

It Is Time for Advertisers to Get Out of Show Business

For several years we have urged that advertising and advertising people should be dissociated from radio and television programming, and that networks and stations should be made solely responsible for the editorial content of broadcasting.

The events of the past several weeks lend sharp and insistent point to this position.

The tarred stick of the television quiz scandal has reached out to place its fateful mark on sponsors and advertising agencies, as well as program producers, network personnel and assorted eggheads. In the process advertising—not just television advertising, but all advertising, in whatever form or whatever medium it may appear—has been dealt a grievous blow. It cannot withstand many such blows; it must not continue in a position in which further blows of this kind are possible.

Television programming was already under serious and growing attack before the quiz scandal broke. There has been growing concern over unbalanced programming, over preoccupation with violence and the lowest common denominator of program concept. And there has been growing criticism of advertiser control and of slavish worshiping of ratings.

Much of the criticism has been unfair and unduly harsh. But some of it has a basis in fact. As long as the end-aim of all programming is to achieve a high rating, and as long as advertisers can associate their commercial messages with high-rated programs and refuse to associate them with lower-rated programs, stations and networks can attain truly balanced programming in the public interest only at great economic risk.

The airlanes belong to the people of the United States. They do not belong to advertisers. They are required, by law, to be operated "in the public interest, convenience and necessity." They must fulfill this primary requirement of society before they meet the demands of advertisers or of any one else.

They can do it easiest and best, ultimately, when broadcast advertising is as completely divorced from broadcast programming as printed advertising is normally divorced from magazine or newspaper editorial content.

Newspaper and magazine editors are responsible —solely—for the content of their editorial columns. Television stations and networks—and radio stations and networks—should be equally and totally responsible for their program content. Advertisers should buy time for commercial messages as they now buy space—adjacent to, or near to, editorial features, but with no control whatever over those editorial features. The direct influence and control of advertisers and advertising agencies should be limited strictly and completely to the commercial.

We recognize that the existing broadcasting system cannot be changed at a moment's notice. The "magazine concept" of broadcast advertising cannot be put into effect over night. But the industry has moved sharply in this direction in recent years with the development of the spectacular and the growth of "participating" shows and spot announcements. This movement toward separation of sponsor and program should be, and can be, hastened.

We recognize, too, that the change will be a blow to many outstanding sponsors whose special programs have enriched the airways and contributed mightily to the growth of broadcasting and particularly of television.

Yet in the long run we believe that even those who are dispossessed by a revision in the existing setup will benefit from the change. Advertisers have enough problems selling their products and services efficiently; they should be delighted to let someone else carry all the headaches of show business. #

Fizzies Account in Canada Goes to Breithaupt

TORONTO, Nov. 3—Warner-Lambert Canada Ltd. has appointed Breithaupt, Milsom Ltd. to direct advertising for Fizzies, a tablet which, when dropped in water, produces a carbonated beverage. (In the U. S. Fizzies is handled by Lambert & Feasley.)

The product, which comes in six flavors, has been test-marketed in British Columbia and southern Ontario and soon will be available nationally.

At Breithaupt, Milsom the Fizzies account will be supervised by Gill Samson. Kirk Murray will be the account executive.

F. H. Hayhurst Co. Ltd. will continue to handle advertising for Bromo Seltzer, Listerine, Super Anahist and Standard Laboratories products, all manufactured by Warner-Lambert.

■ Ronalds Advertising Agency Ltd. will continue to direct advertising of Warner-Lambert's Richard Hudnut hair preparations, DuBarry cosmetics and Warner-Chilcott pharmaceuticals.

It is not yet known what the Fizzies account involves in terms of billings. #

Phillips Names Arends

Phillips Control Corp., Joliet, Ill., division of Allied Paper Co., has appointed Donald L. Arends Advertising, La Grange, Ill., to handle its advertising. Kenneth B. Butler & Associates, Mendota, Ill., is the previous agency of record.

Scott Paper Names McCabe Marketing Head, Boosts Four

CHESTER, PA., Nov. 3—Scott Paper Co. has named Thomas B. McCabe Jr., advertising director since 1957, to the new post of director of marketing services. In this capacity he will coordinate the activities of the five major marketing departments directed by the following men:

T. B. McCabe Jr.

Raymond Girvin, currently in charge of product development, has been named retail marketing manager, directing Scott's retail brand managers.

Burt Roens, formerly industrial products group manager, becomes industrial marketing manager.

James Stocker, formerly advertising service manager, has been named advertising manager.

Richard Dingfelder, formerly executive assistant to the advertising director, becomes manager of market development, a function most recently known as product development.

Gordon A. Hughes will continue management of the company's marketing research activities, which he has directed since 1954.

The realignment was made to provide closer coordination between the various phases of Scott's retail sales organization's internal marketing functions and follows a change in the administrative structure of the field sales organization, H. F. Dunning, vp in charge of retail marketing, said. #

Airtemp Sets Print Campaign for '60

DAYTON, Nov. 3—Pre-selling of consumers on air conditioning, with an intensified program in consumer magazines, is the 1960 aim of Chrysler's Airtemp division.

Magazines, including *Better Homes & Gardens* and *The Saturday Evening Post*, will be used as big guns in the campaign laid down for early spring, on room air conditioning and residential units. Specific insertion dates have not been set.

Richard R. Roth Jr., director of advertising and sales promotion, said one advertising innovation will be utilization of the *Post* "Select-A-Market" plan, which permits dividing the country into three lateral zones on insertions, according to the warm-weather periods in each.

■ Airtemp is also going into a wide field with its presentation of packaged equipment for residential installation, stressing problems of air pollution. The packaged equipment offerings will be presented through *Better Homes & Gardens, Holiday, Home Modernizing, House & Garden's Book of Building, House Beautiful Building Manual, New Homes Guide*, and the "Home Improvement" edition of *BH&G*. Grant Advertising is the agency for Airtemp.

Airtemp's 1959 sales showed increases of 51% in heating equipment, 78% in heat pumps, 79% in packaged air conditioning and 224% in room units, according to Joseph P. Ogden, vp in charge of sales. #

Schenley Juggles Agency Lineup to Offset Sales Sag

DDB, Mogul, NC&K Gain in Assignment Shifts; BBDO Is Out

NEW YORK, Nov. 4—Schenley Industries, which a week ago announced it would leave Batten, Barton, Durstine & Osborn Jan. 1 and that four of the six brands handled by BBDO would be shifted to Doyle Dane Bernbach (AA, Nov. 2), today shifted four other brands.

It took Cream of Kentucky and James E. Pepper whiskies away from Doyle Dane Bernbach, and gave the former, along with Kintore scotch (which was formerly with BBDO) to Norman, Craig & Kummel. James E. Pepper (which is sold as a bond, a straight and a blend) was given to Mogul Williams & Saylor. Champion bourbon (formerly with BBDO) has been given to Doyle Dane Bernbach.

Whether other shifts are pending, as reported in the trade, could not be learned. But the upshot of the shifts since a week ago is this:

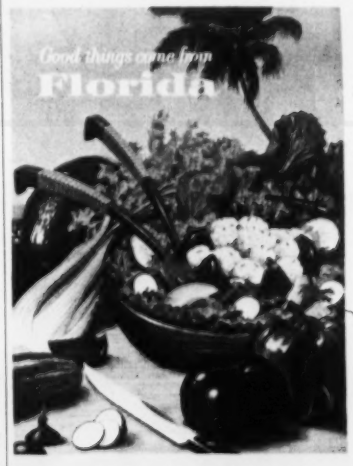
• BBDO will handle no Schenley brands after Jan. 1.

• Doyle Dane Bernbach has added five and lost two of the Schenley brands. It will take over from BBDO Schenley Champion bourbon, Schenley reserve, Sir John Schenley (both blends), Schenley OFC Canadian whisky and Schenley Smooth American gin. It will continue to handle Ancient Age and Old Stagg bourbons, which it had, plus Cresta Blanca wines. It will lose Cream of Kentucky and James E. Pepper.

• Mogul Williams & Saylor will add James E. Pepper to the Park & Tilford brands, Canadian B.C., Kentucky Bred, Scottish Majesty and Yar vodka which it has been handling.

• Norman, Craig & Kummel will take over Kintore scotch from BBDO, and Cream of Kentucky

(*Continued on Page* 118)



FLORIDA FRUIT—*Color two-thirds pages like this in Everywoman's Family Circle and Woman's Day will spark the first leg of the $400,-000 Florida Development Commission drive (story on Page 11).*

Barron Agency Turns Sponsor for Election Telecast

BOSTON, Nov. 4—An advertising agency played the role of client last night, sponsoring the election returns broadcast on WBZ-TV.

Ray Barron Inc. said it presented the returns "because of a desire to dispel some of the mistaken beliefs the public has of the advertising profession."

The agency drew the comparison between the election and the voting for products made possible by advertising.

Showing a film clip of Adolph Hitler making a speech to a huge crowd, one commercial noted that this was a type of advertising where "you bought his product or else." In our economy, the spot continued, "advertising cannot force you to do anything; it can only ask. The choice is yours."

Commenting on the agency's first excursion into tv sponsorship, Parker V. Kirk, vp, said, "We have found that being a client isn't the happiest lot." #

Hearings Resume in Canadian 'Digest' Ad Tax Litigation

MONTREAL, Nov. 3—Lengthy litigation is forecast here as Reader's Digest Assn. (Canada) Ltd. attempts to prove that an advertising tax statute of 1956, which has involved the company in a tax bill of more than $800,000, is invalid.

At issue is the special 20% excise tax imposed late in 1956 (it was repealed 18 months later) on gross advertising revenues of Canadian editions of foreign periodicals (AA, Dec. 31, '56, April 29, '57).

The statute was enacted during the regime of the Liberal government, but repealed when the Conservatives assumed power. The case has now been placed before the superior court and the hearing of several government officials will take several weeks to complete.

Also involved is *Reader's Digest* French language version, *Selection du Reader's Digest*. Counsel for the publishers claim the two publications were the only two subject to the tax, while others escaped the levy.

Since the action was first launched in April, 1957, it is estimated that more than $800,000 is on the tax bill. The law is being challenged on the grounds that it represents a violation of property and civil rights under the British North American Act. #

L'ILLUSTRE ALPHABÉTIQUE DE L'AUTOMOBILE
OR, HOW TO MAKE YOUR DRIVING FUN AGAIN.
BEAUCOUP QUALITY DEALERS
DETAILS ESSENTIELS
Le Car Hot: RENAULT Dauphine

LE CAR HOT—*Renault Inc. will wind up its $5,000,000 ad campaign of 1959 with this four-color page in December issues of Better Homes & Gardens, Esquire, Life, Newsweek, The Saturday Evening Post, Sports Illustrated and Time. Needham, Louis & Brorby is the agency.*

Dailies' per-1,000 Cost Up 71% Since '46, ANA Finds

Number of Big Dailies Grows; Circulation Dips; Average Rate Hits $1.12

NEW YORK, Nov. 3—In 1946, there were 39 daily newspapers with circulations in excess of 250,000. Their average circulation was 459,610, and their average line rate for advertising was 68¢.

By 1959, the number of dailies selling more than 250,000 copies had risen to 47. However, while their average circulation had declined to 440,425, their average line rate had risen to $1.12.

Result: The advertiser's cost-per-1,000 is up 71% since 1946. In other words, to reach the same number of readers you reached for $100 in 1946, you have to spend $171 today.

■ This is one of the long-term trends shown in a new report by the Assn. of National Advertisers, "Newspaper Circulation & Rate Trends," available to non-members at $15 per copy.

The 113-page report gives a comprehensive picture of circulation and advertising rate trends in the newspaper field. It shows, for the period 1946 through 1959, the net paid circulation, line rate and line rate per 1,000 circulation of 234 dailies and 181 Sunday newspapers.

It also shows the corresponding figures for Sunday supplements and Sunday comics groups.

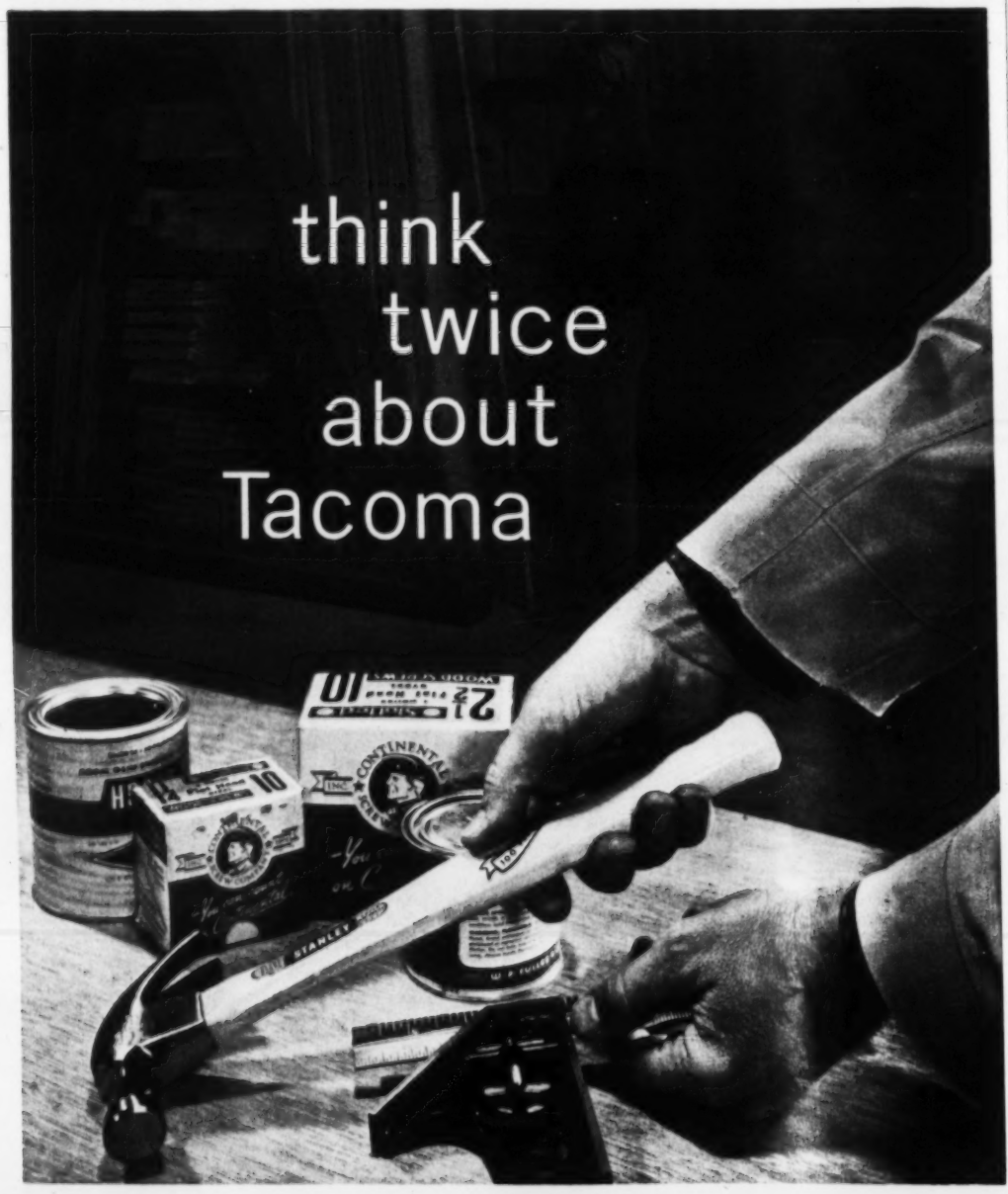
The tables show that the Sunday newspapers have held the cost line better than the dailies. In 1946, there were 36 Sunday newspapers delivering circulations of 250,000 and over. Their average circulation was 464,634, and their average line rate was 80¢.

■ By 1959, the number delivering this circulation had risen to 48. Their average circulation had increased to 562,812 and their average line rate to $1.27, resulting in a cost-per-1,000 increase of 30%. #

Scott Paper Adapts Soft-Weve Magazine Ads for TV Spots

Scott Paper Co., Chester, Pa., is currently running 20-second spot commercials based on its magazine ads selling Soft-Weve toilet tissue on KNXT, KTTV, and KRCA in Los Angeles, and on KFMB and KFSD, San Diego. Like the magazine ads, each commercial features a high-fashion model in a gown by fashion designers Fabiani, Sybil Connelly, Count Sarni and other big names in the fashion world.

Spoken copy relates the color of the gowns to the white, pink, yellow, green and blue shades in which Soft-Weve tissue is available. J. Walter Thompson Co. is the agency handling the promotion.



Puget Sound is your No. 1 target in Washington State. To do the job right you need full coverage in Tacoma (a Burgoyne Test City).

THINK! Metropolitan Tacoma means profitable business for you. This year, for example, lumber-building-hardware sales will be more than $17,000,000. Food sales, over $95,000,000. Total retail sales, close to $350,000,000. Get the full facts and you'll agree: *Tacoma must be covered!*

THINK! You can *not* cover Tacoma with any outside newspaper—or with any combination. More than 68,000 Tacoma families take the News Tribune *exclusively*. That makes it a "must buy" on every schedule. (Total circulation now almost 85,000.)

Ask the man at **SAWYER-FERGUSON-WALKER COMPANY, Inc.**

New York • Chicago • Philadelphia • Detroit • Atlanta • Los Angeles • San Francisco

THE "BIG THREE" TIMES SERVICE WEEKLIES

-JUST ABOUT

UNIVERSAL MILITARY COVERAGE

250,000 + NET PAID CIRCULATION
2,000,000 + MULTIPLE READERSHIP
WITHIN THE
$10,523,000,000
MILITARY CONSUMER MARKET

Essentially universal coverage of the essential $10.5 billion military consumer market—the world-spanning TIMES Service Weeklies deliver it with single-rate efficiency and top paid-circulation economy. This gigantic market should not be neglected. Sell it, now. WRITE FOR COPIES, RATES, MARKET INFORMATION

ARMY TIMES PUBLISHING CO.

2020 M STREET, N.W. • WASHINGTON 6, D. C.

U. S. OFFICES: BOSTON, CHARLESTON, S.C., CHICAGO, DALLAS, DETROIT, HONOLULU, LOS ANGELES, MIAMI, NEW YORK, PHILADELPHIA, SAN ANTONIO, SAN FRANCISCO. FOREIGN OFFICES: FRANKFURT, LONDON, PARIS, ROME, TOKYO.

REPRINTED FROM
THE WALL STREET JOURNAL

Meet "The Prudent Man"

You know this man. He is likely to be Chairman of the Board or President of a large business enterprise.

He regards the large sums of money entrusted to him by his firm's stockholders as a "trust" to be administered with the same prudence, discretion and intelligence that he devotes to managing his own personal affairs.

Perhaps it is investing in a new plant. He finds himself vitally concerned with so-called "details" that he cannot delegate to others. Where should the plant be built? How large? Of what materials? What will it cost?

To "The Prudent Man" investment in advertising, too, is another "trust." And he's often conscious that each year it may be just as big an investment as a new plant. The details of an advertising portfolio, therefore, call for just as much careful attention—particularly in the choice of media.

The Prudent Man knows that today the opportunities of investment in television are very great—even though the risks are great also.

He knows that when television clicks, it can deliver enormous audiences. Its combination of sound, sight and motion can have terrific impact.

Yet he knows that television is "show business" and, therefore, subject to the fickleness of ever-shifting public tastes. What, for example, were his thoughts last November when an authority on television programming predicted that about half the nighttime networks shows "will die" and will not be on the air the next TV season. As it turned out, the prediction was high: The actual casualty rate was 41%.

While The Prudent Man accepts the risks of television—just as he accepts the risks inherent in the more speculative common stocks—he recognizes the increased importance of diversifying his advertising investment with the "blue chip" media of print.

He may wonder: "Are we being prudent in the balance between speculative investments in TV as compared with the assured return of print?"

He will know...

. . . that print is the most stable of all advertising investments.
. . . that leading magazines and newspapers are the "blue chips" of print.
. . . that with THIS WEEK Magazine as a basic investment, his firm's advertising portfolio is soundly structured with the biggest "blue chip" of all.

"The Prudent Man" 1830—1959

129 years ago, in a famous court decision*, the principles of "The Prudent Man" were first defined—the obligations of the trustee of other people's money. ". . . he is to observe how men of prudence, discretion, and intelligence manage their own affairs not in regard to speculation, but . . . considering the probable income as well as the probable safety of the capital to be invested." Today, there is no better guide for The Prudent Man in reviewing his firm's portfolio of advertising investment.

*John McClean vs. Frances Amory, Trustee. Supreme Judicial Court of Massachusetts. 1830

This Week MAGAZINE

—the Biggest 'Blue Chip' of all—
circulation more than 13,000,000

The Keystone of Prudent Advertising Investment

This Week in Washington . . .

FCC Role Is Crucial Problem as Congress Weighs What to Do with TV

By Stanley E. Cohen
Washington Editor

WASHINGTON, Nov. 4—As the curtain comes down on what has been the most penetrating investigation ever applied to a medium of communications by the U. S. government, members of the committee on legislative oversight are confronted with the problem: Where does tv go from here?

Committee members, to a man, are convinced that they have uncovered a story of incredible lack of responsible behavior. The irony of it is that this has happened in the only communications medium in this country which operates under the eye of a federal regulatory agency.

While the government itself does not dare even to suggest the general balance of programming that its licensees should offer on the air, the committee members documented the fact that a manufacturer of lipsticks can dictate the most minute details of a program that is watched by millions of people on hundreds of stations licensed by the federal government.

It learned how a sponsor is able to exert pressure on the packager of shows. It disclosed the systematic corruption that was developed to assure the dramatic effect believed to be necessary to attract a big audience. And it found that the networks carried these programs for more than two years without making [illegible] the most perfunctory investi[illegible]on to determine whether the pr[illegible]ms were being conducted in [illegible]onorable manner.

■ One of the [illegible]mportant lessons which Congress is sure to ponder as a result of the investigation came into sharp focus yesterday afternoon when Revlon's president, Charles Revson, lamented the criticism that has been heaped on him because he vetoed some sequences in the "Big Party" which would have lampooned CBS president Frank Stanton's "truth-in-tv" campaign.

"In a great medium like television," said Rep. John Moss (D., Cal.), "why should you have the right to determine what is presented to the public?"

Mr. Revson pointed out, "Our name is involved." He argued that the deletions he made were based on good reasons.

"No act of censorship was ever performed that was not justified by the censor as something which was done with good intentions," said Rep. Moss. "Wouldn't you be relieved to be rid of this responsibility?"

■ While the committee can be expected to have a good deal to say about the sponsor's participation in the programming of television, the steel in this investigation, if there is to be any, will be in the recommendations with respect to the Federal Communications Commission.

Here is an industry based on stations licensed to operate "in the public interest, convenience and necessity." The committee's report might well ask how the organized deception that has occurred in tv could have survived in a licensed industry where the regulatory agency functioned effectively.

How the regulatory agency has changed in the past 15 years!

Under James Lawrence Fly it won a Supreme Court decision which declared that the commission's authority extends beyond the technical area to the "composition of the traffic." That was the period when licensees were warned that the commission would not be satisfied if they merely "plugged in the network" and spent the rest of their time clipping coupons. That was a time when the commission tinkered with "blue books," and when commission members made speeches warning the industry members that a record of performance was expected in return for the valuable license that was in their hands.

■ Now there are no James Flys nor Wayne Coys on the FCC; the current commission disclaims responsibility for the regulation of the traffic. Applicants systematically make outlandish promises of performance when they seek licenses; but their performance on the air is never measured against the commitments which were offered when they were seeking their franchise.

As the process of regulation has withered, licensees have been permitted to relegate responsibility for programming to the networks. In the quiz show cases there is now evidence that the responsibility for patrolling the programs which the commission's licensees left to the unlicensed networks was relegated by the networks even farther—to the program packager, and finally to the lipstick merchandiser.

■ Obviously this is a state of affairs which Congress and the public will no longer tolerate. One remedy would be to require the licensees to reassume responsibility for the material they put on the air. To achieve this, however, Congress undoubtedly would have to insist on the appointment of people to the FCC who will rediscover the authority that Messrs Fly and Coy once found in the Communications Act.

More likely, Congress will seek to find a simple solution through legislation to put the networks, which exercise so much influence in tv programming, under licenses and standards proclaimed by a federal regulatory agency. But here, again, there is little point in issuing licenses to the networks if the licenses are administered by a regulatory agency consisting of men who have refused to regulate.

■ More than one member of the committee on legislative oversight has commented in the past week that he has no stomach for legislation involving federal interference in the management of tv. But the ease with which tv drifted to corrupt behavior has sickened many. The corrupting forces are inherent in the current diffusion of responsibility. In these final hours of a great and perceptive investigation, the indicated verdict seems to require something more than pledges of reform from the networks. #

Fact-source for advertising decisions

JACK DENNINGER, *Vice President and Eastern Sales Manager, has charge of agency-contact in Blair-TV's New York office — one of ten offices providing fast, efficient service to Advertising.*

New York City is headquarters for more than half the agencies billing $25,000,000 or more annually. Each business day sees these New York agencies reach decisions involving more than a million dollars in Spot Television . . . decisions that demand a basis of factual data with down-to-the-moment accuracy.

When the decisions concern any or all among 25 of America's great television stations, these inquiries converge on a single focus—the New York office of Blair-TV. Few organizations in the entire field of advertising have an equally effective system for transmitting television data.

Blair-TV operates on this basic principle: that alert, informed representation is a service vital not only to stations but also to all Advertising and to the businesses dependent on it for volume and profit. From the first, our list has been made up of stations and markets we felt in position to serve most effectively. Today these stations are located in 25 of America's greatest markets. Together they cover 56 percent of its population, virtually 60 percent of its effective buying power.

In its area, each of these stations stands as a powerhouse of selling force. To help advertisers and their agencies make most profitable use of that force, is the primary objective toward which the work of our entire organization is constantly directed.

A NATIONWIDE ORGANIZATION **BLAIR-TV** AT THE SERVICE OF ADVERTISING

WABC-TV—New York
W-TEN—Albany-Schenectady-Troy
WFBG-TV—Altoona
WNBF-TV—Binghamton
WHDH-TV—Boston
WBKB—Chicago
WCPO-TV—Cincinnati
WEWS—Cleveland
WBNS-TV—Columbus
KFJZ-TV—Dallas-Ft. Worth
WXYZ-TV—Detroit
KFRE-TV—Fresno
WNHC-TV—Hartford-New Haven
KTTV—Los Angeles
WMCT—Memphis
WDSU-TV—New Orleans
WOW-TV—Omaha-Council Bluffs
WFIL-TV—Philadelphia
WIIC—Pittsburgh
KGW-TV—Portland
WPRO-TV—Providence
KGO-TV—San Francisco
KING-TV—Seattle-Tacoma
KTVI—St. Louis
WFLA-TV—Tampa-St. Petersburg

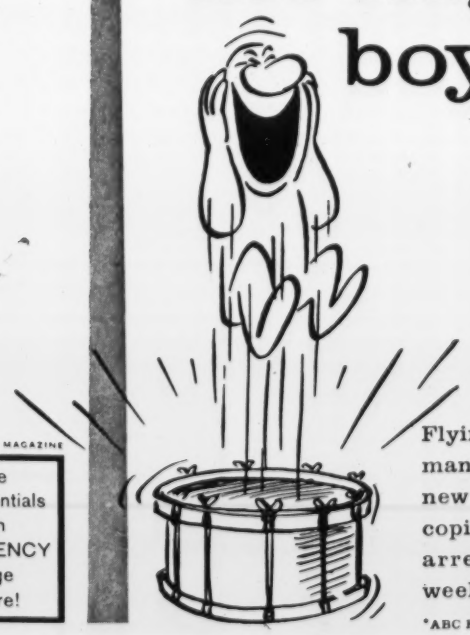
Home Acquires 'Bon Appetit,' Names Duncan Scott Rep

Home Publications, San Francisco, publisher of *Book of Homes*, has acquired *Bon Appetit*, a consumer publication purchased by liquor stores, supermarkets, department and gourmet stores and distributed nationally to their mailing lists. James A. Shanahan, founder, editor and publisher of *Bon Appetit*, has been elected vp of Home Publications and will continue to edit *Bon Appetit* at its Chicago office.

The business offices of the magazine have been moved to Home Publications in San Francisco. Duncan Scott & Co. will represent both *Bon Appetit* and *Book of Homes*. Meanwhile, Edgar S. Seymour, founder and president of *Western Family* from 1941 to 1954, has joined Home Publications as exec vp and general manager.

6,250,000

Rally 'round the flag boys!



Flying high on steadily rising, natural reader demand, the October 24 issue of the Post reached a new record circulation of more than 6,250,000 copies! In paid-for, hard-money circulation (no arrears), the Post is the number-one general weekly! (Check your ABC and see!*)

*ABC Publishers' Statements June 30, 1959

A CURTIS MAGAZINE

The Saturday Evening **POST**

Sell the Post-Influentials ...with HI-FREQUENCY Ad Page Exposure!

Quiz Scandal May Alter Basic TV Ad Structure

(*Continued from Page* 1)

lon vp in charge of advertising, now president of Warner-Lambert's cosmetics and toiletry division, agreed that contests were rigged under pressure from the sponsor.

But he declared, "the act of controlling '$64,000 Question' and '$64,000 Challenge' was an act of desperation by the producers in trying to save a program which had lived through a most

George J. Abrams

unusual period of television history. From the highest rated show, it had declined gradually from a top tv rating position to one of average status.

■ "I do believe the producers felt this pressure and resorted to rigging and fixing to save their property and satisfy the sponsor. This does not make their action any less reprehensible, but I think it does explain why they did it. They were living between the mixed moral values of show business and the advertising business, and moral values were lost sight of in this effort to entertain the public and satisfy the sponsor."

■ Proposals of committee members that advertisers ought to steer clear of programming got little encouragement from Revlon or the agency witnesses. With Charles Revson, Revlon president, on the stand, Rep. Moss asked: "Don't you think the sponsor would be better off if you, as sponsor, simply purchased time and left production to experts?"

Mr. Revson noted the company spends $7,000,000 to $8,000,000 annually in tv—roughly 65% of its advertising budget. He said tv is so closely identified with the sponsor's product it has facets which do not occur in other forms of advertising.

Before the exchange was ended, Rep. Moss complained, "We have here a high degree of effective censorship on the part of the man who pays the bills."

Controlling Winners

During the week the committee received detailed testimony on weekly meetings held by Revlon with its advertising agencies and program producers to evaluate each performance of "$64,000 Question" and "$64,000 Challenge." A big rating chart on the wall was calibrated to show the contestants and categories represented on the program at each zig or zag in the rating curve.

Mert Koplin, and Steve Carlin, officials of Entertainment Productions, and Mr. Abrams testified that the sponsor knew the producer exercised "controls" which could determine the fate of contestants, and that it was expected to achieve the results the sponsor wanted.

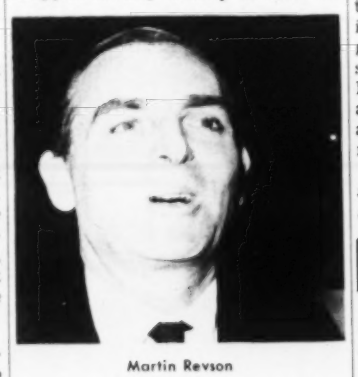
Martin Revson termed Mr. Carlin's testimony a "bunch of hogwash" and contended that if Revlon had known controls were used to determine the fate of contestants "we would have canceled the show at once." As described by the producer, the weekly meeting was the occasion when Revlon's wishes were spelled out.

Mr. Koplin, producer of "$64,000 Question," said the sponsor "spoke glowingly or criticized," according to the trend of the ratings. "Decisions were reached, and we were expected to carry them out," he testified. If they failed—and the controls were only about 80% effective—"an atmosphere of extreme displeasure" prevailed at the next meeting. "It took many forms," he said, "—tenseness, long lectures, disapproval of proposals for contesfants and categories."

■ Martin Revson, who served as presiding officer at the meetings, insisted Entertainment Productions "was the boss.

"They had the last word on everything about the shows," he said. "If we didn't like it, there was nothing we could do about it."

His brother, Charles Revson, president of the company—who dropped in only briefly to offer an



Martin Revson

occasional suggestion at the meetings—complained that Entertainment Productions was trying to shift responsibility for the rigging. He reiterated, "We paid the bills, and we had the right to make suggestions. We had no other right—the producers had the final say about the program. That's the way the contract reads, and that's the way the contract was worked from the beginning to the end."

Agency Men Sit In

In addition to representatives from EPI and Revlon, the meetings were attended by representatives of the Revlon agencies.

At first, the agency representatives were Norman B. Norman and Walter Craig, of Norman, Craig & Kummel, and James Webb, president of C. J. LaRoche. Later NC&K dropped from the picture, and the agency representation consisted largely of Robert Foreman and Albert Ward, of BBDO. Later the account went to Warwick & Legler, but no testimony was given with respect to W&L participation in the meetings.

■ Mr. Webb testified that he never heard the sponsor instruct EP either to retain a contestant or to eliminate him, but he agreed that "many times" the sponsor would express hope that a certain contestant would get off the show, or be kept on. While the sponsor was sometimes disappointed, he said the producer did a good job of screening.

"During my constant contacts with those who worked on these shows—produc sponsors and others—nothing er occurred to arouse my sus ns," Mr. Webb told the comm "It never entered my min hat these were anything but ightforward, up-and-up contes

Not until read testimony given by Xavi Cugat before the

James Webb

committee had he suspected dishonesty, Mr. Webb said.

■ Mr. Foreman said he was surprised to read that Mr. Koplin regarded the meetings "with fear and terror." He insisted producers were "in the driver's seat" and made most of the decisions.

"Inferentially" it would be indicated that a contestant should be on or off, Mr. Foreman said. "More often than not, the producer had the same view."

He said giving answers to contestants is "appalling." He had no idea it was being done to this degree on the program. Asked if the sponsor in his book, "The Hot Half Hour," dictated whether contestants were on or off, Mr. Foreman apologized that he could not remember.

(Editor's note: The fictitious sponsor controlled his contestants' success.)

What Constitutes Rigging?

Some of the discussion questioned whether there is a valid distinction between "controls" and "rigging." Some witnesses seemed to be arguing that "controls"—through hard and easy questions, or questions aimed at a known field of knowledge—were all right and well known in the industry. Committee members replied they felt they were no less deceptive than more direct rigging.

■ One flare-up involved memos written by Mr. Ward, of BBDO, summarizing the action at meetings during early 1957. Some of these memos, including discussion of the comments on the usefulness of certain contestants, were in the hands of investigators. One memo, which reportedly predicted that a contestant on "$64,000 Question" would move to a higher plateau and that a contest on "$64,000 Challenge" would end, was never located by investigators.

Witnesses referred to this as "the famous last memo." Mr. Koplin said the producers reacted with "horror" to it. "It was sheer madness to express such a desire," he said. Martin Revson said he regarded the memo as "editorializing" which represented only one man's opinion, and he ordered it stopped.

While witnesses defended Revlon's right to participate in the planning of programs, they agreed that the weekly meetings went beyond anything they experienced with other clients. Mr. Carlin said Lennen & Newell, agency for P. Lorillard, the co-sponsor, met with the producer only once every 10 to 13 weeks, for a general report on future plans.

"If you see the client every 13 weeks, it is one thing," he said. "If you have to please him every week, it is more difficult."

■ Mr. Webb testified that because advertising is so important in its operations, Revlon gives ads of all descriptions a "greater combing" than does any other C. J. LaRoche client.

Network Responsibility

Much of the fire directed at network officials was based on the fact that the industry failed to act on quiz deception until newspapers began printing charges in March, 1958.

NBC's Robert Kintner was scolded by several committee members for failure to act on the basis of a four-page *Time* article published in April, 1957, documenting many kinds of "controls" known to be in use among quiz show producers. He protested that he could not act on "hearsay."

The Revsons said they were assured in March, 1958, that the rigging of "$64,000 Challenge" to defeat Albert Cohn Jr. resulted from an "error." Charles Revson said when subsequent charges of rigging were lodged by the Rev. Charles (Stoney) Jackson, a meeting was arranged with CBS and the co-sponsor, P. Lorillard. Mr. Carlin, the executive producer, was questioned for six hours, but the show continued, because CBS didn't think the evidence justified dropping the shows at that time.

■ Mr. Revson said he subsequently met with CBS, the radio-tv committee of Assn. of National Advertisers, and even the producers of "Twenty One" to advocate a "czar" for the quiz shows, or an association to "clean house." "No one was interested," he said. In November, 1958, EP was paid $255,000 to terminate the pro-

Charles Revson

grams, he reported.

His version of the events preceding the decision to drop the show was substantiated in part by Mr. Carlin. When the Albert Cohn incident was being investigated by Revlon, Mr. Carlin said, "We were less than candid" in our statements. Mr. Carlin said he felt the client had a good idea of some "but not all" the controls which were used to determine the fate of contestants.

■ This second set of hearings in the committee's tv quiz was off to a dramatic start Monday when popular quiz winner Charles Van Doren turned "state's witness" with a statement starting, "I would give almost anything I have to reverse the course of my life during the past three years."

The emotional tempo was maintained that afternoon as the Rev. Charles Jackson told of his disillusionment with quiz shows, including the advice of fellow ministers who told him he had done nothing wrong, and to keep going.

Payola Uncovered

Before the investigation closed today, committee members had their first taste of an entirely new phase of broadcasting industry corruption, which could end up as the subject of an investigation of its own in the near future—payola.

Seeking to track down the facts about reports that the Hess department store, in Allentown, Pa., had paid $10,000 to get one of its employes on "$64,000 Challenge," investigations found that Hess employs six to eight publicity organizations to obtain plugs in the press and on the air. One payment, amounting to $5,000, went to Gertrude Bayne, of New York.

A committee member indignantly complained, "Don't you feel it is a fraud on a sponsor who pays his money to establish a program when you buy your way on?" But Mr. Hess declared that the plug business was the "way things are done in this industry."

Full Texts of Statements by Abrams, Webb, Revsons

George Abrams' Statement

I, George Abrams, President of Cosmetics and Toiletries Division of Warner-Lambert Pharmaceutical Corporation, of Morris Plains Division, do solemnly swear and affirm that the following is a true and accurate and complete account of statements made by me to Subcommittee interrogator Richard N. Goodwin in the presence of Joseph Stone, Assistant District Attorney of he County of New York

I formerly was Vice-President of Advertising for Revlon, Inc. In this capacity I attended weekly sponsors meetings of the "$64,000 Question" and "$64,000 Challenge" from approximately August, 1955, to October, 1958. In attendance at these meetings were the producers of the show, including Messrs. Steve Carlin and Mr. Mert Koplin; representatives of whatever advertising agency was then handling the Revlon account, Norman, Craig & Kummel, B.B.D.&O. and Warwick & Legler, in chronological order; and Mr. Martin Revson and himself from Revlon, Inc. Occasionally Charles Revson was in attendance.

1) The primary purpose of these meetings was to discuss methods of keeping the ratings high, or raising them. Charts were maintained which showed the contestants then on the program, and the "audience draw" while they were appearing. At these meetings we would discuss with the producers and the advertising agency whether individual contestants were interesting personalities, or dull and unexciting, and what publicity appeal they had, as indicated by the current newspaper clippings. If a contestant was interesting, it was generally the consensus of opinion that he should continue on the show. If he was dull, we would suggest to the producer that it would be desirable that the contestant not continue in the future. We understood that the technique used for controlling the destiny of a contestant was to employ questions ranging from "tough" to "easy," based on the producer's knowledge of the expertness of the contestant in certain areas within his chosen category as determined in their screening operation.

2) If a contestant or match did not come out as we had suggested, the sponsor and agency representatives would be upset and express displeasure . . . often in a very heated fashion. I have given you four specific examples of matches which resulted in either a dull contestant continuing on a show, despite our desire that he not do so, or interesting personalities losing, as opposed to our hope that they would continue.

3) The producers carried out the sponsors' wishes most of the time as suggested in these meetings.

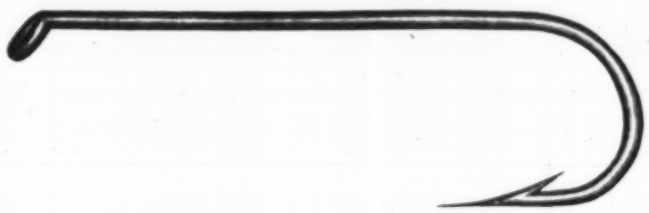
4) As stated, the primary purpose of the meeting was to keep the ratings high, or raise them, and so, consistent with this purpose, a great deal of time was devoted to discussing the destiny of a contestant, and it was always assumed that the producers would use the known control of a difficult or simple question within the specific areas of a contestant's expertness within his category as determined in intensive preliminary screening to regulate whether a contestant remained on, or left, the show.

5) Although we were unaware that the producers ever told a contestant the exact answers to the questions he was to be asked on the program, we did know that through intensive preliminary screening the producers found out what a contestant knew, and asked him about it.

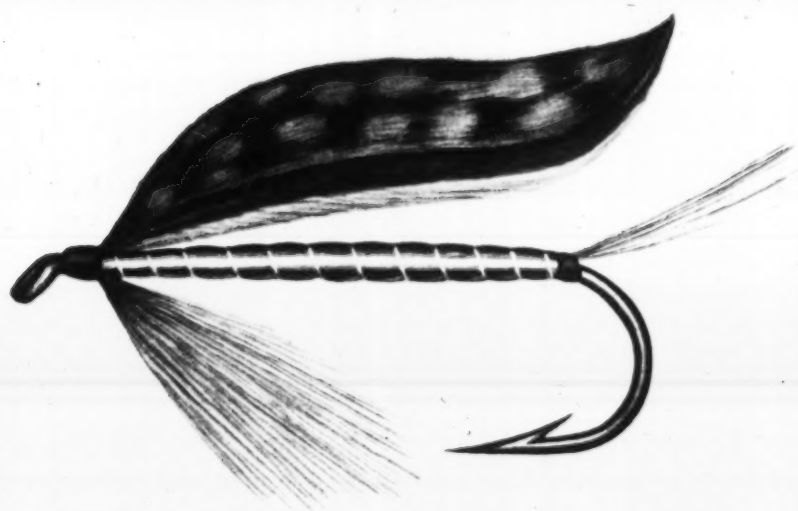
6) Memos were made of these meetings and later circulated. At one time, a memorandum was circulated which, in effect, said bluntly that what had been

(*Continued on Page* 128)

if you want your advertising to pull inquiries like this . . .



and you also want it to attract attention like this . . .



MACHINE DESIGN is for you!

It used to be that you couldn't expect many inquiries when you went after high readership scores. At least, it never worked out that way.

Times have changed.

Here's a magazine that is read more thoroughly by more engineers, in more plants than any other design publication. It has reader-attracting power second to none.

It is also the first such magazine to pull a volume of inquiries comparable with publications which only have inquiries to offer.

That's why MACHINE DESIGN is getting results for more design-field advertisers than any other magazine.

Your advertising belongs in MACHINE DESIGN, if you like results.

MACHINE DESIGN

a Penton *publication*

Penton Building / Cleveland 13, Ohio

ABP BPA

Jumbo PRODUCT REPRODUCTIONS

Your product blown up to as large as 12 feet — in Plexiglass — with interior illumination by high output fluorescent lamps — offering single turntable motion — or our own patented double motion. It spins on its own axis four times faster than it revolves in a 360° circle.

For outdoor advertising purposes at the source of product manufacture —

- In super-market and shopping center parking lots
- In high traffic areas of limited ground space

Any product — any quantity sold or leased anywhere in the United States and Canada. Write for cost information or for appointment with company representative.

ACTION DISPLAYS, INC.
Berlin, Wisconsin

The most effective Day & Night outdoor advertising

Hoyt Names Lee TV Head

W. P. Smith, vp and radio and tv director of Charles W. Hoyt Co., New York, has resigned, and Thomas A. Lee Jr. has been named director of radio and tv of the agency. Clifford L. Simpson has been named creative director of radio and tv, a new position. Mr. Smith has not announced his plans.

Stardust to Herbert Morris

Stardust Inc., New York, manufacturer of lingerie, has appointed Herbert Morris Associates, New York, to handle its advertising. The account was previously with Norman D. Waters & Associates for many years.

Rutland Joins D-F-S

Frances Rutland, formerly a copy group head with Compton Advertising, has joined Dancer-Fitzgerald-Sample, New York, as a copy supervisor.

COMPACT—*This 19" display for the new Sunbeam dual deluxe vacuum cleaner is being made available by the company to dealers across the country.*

Listener Survey Leads KING to Drop Rock & Roll

SEATTLE, Nov. 3—An extensive survey of its listeners by Radio Station KING resulted in "rock and roll" music drawing more unfavorable reaction than any type of popular music.

Biggest support for "raucous rock and roll" came from the 12-16 year old group, but even these listeners voted more heavily in favor of other types of current hit tunes. (KING listed a few "rock and roll" tunes "with a very subdued beat" in this latter category.)

Most popular music among the total respondent group was the gold records—tunes which had sold 1,000,000 or more copies—excluding "rock and roll."

KING said it already has made changes in its music programming as a result of the survey, conducted in cooperation with the International Business Machines Corp. and Stuart Carter Dodd, director of the Washington Public Opinion Laboratory and research director of the University of Washington.

■ Cards were sent to 100,000 persons in a random sampling of the station's coverage area; 9,250 measurable cards were returned. Each respondent was required to listen to one of 70 survey broadcasts which played portions of tunes from five categories, and then to list his reaction to each tune, ranging from "strongly dislike" to "strongly like."

Responses from the whole group averaged out this way:

Category I (current hits with "rock and roll" beat): 33% strongly dislike, 21% dislike, 15% neither like nor dislike, 17% like, 15% strongly like.

Category II (current hits excluding "rock and roll"): 9% strongly dislike, 13% dislike, 20% neither like nor dislike, 33% like, 25% strongly like.

Category III (familiar standards): 4% strongly dislike, 10% dislike, 21% neither like nor dislike, 39% like, 26% strongly like.

Category IV (unfamiliar tunes, plus familiar tunes with arrangements that make them difficult to recognize): 15% strongly dislike, 27% dislike, 31% neither like nor dislike, 21% like, 6% strongly like.

Category V (gold records—all 1,000,000-sellers excluding "rock and roll"): 3% strongly dislike, 7% dislike, 15% neither like nor dislike, 39% like, 36% strongly like. #

?
WHO IS ON TOP NOW

DEALERS say "Hardware Retailer" because...

"It is the *basic* guide for hardware dealers" . . . 2 to 1
"Offers the best guidance for turnover problems" . . . 2 to 1
"Helps the most in improving business practices" . . . 2 to 1
"Best source of industry news about products, selling trends, dealer news, retail selling methods" . . . 2 to 1
"It is the *leader* in the hardware field" . . . 2 to 1

Facts from national survey by independent Market Research Bureau.

YOUR NO. 1 CHOICE
HARDWARE RETAILER

MAKE HARDWARE RETAILER YOUR BASIC TRADE CHOICE

Leber & Katz Sues Dunhill on 'Unpaid' Fees, Account Loss

NEW YORK, Nov. 3—In an action pending in municipal court here, Leber & Katz has charged a former client, Alfred Dunhill of London, with alleged breach of contract involving commissions on ads placed in a two-month period in 1958.

Dunhill, which markets tobaccos, pipes, smokers' articles, lighters and cigaret holders, announced a switch from Leber & Katz to Beals Advertising, Oklahoma City, last April.

According to the agency's complaint, Dunhill hired Leber & Katz in the fall of 1957 to handle an ad campaign for Denicotea cigaret holders, with an agreement that if the campaign was satisfactory, Leber & Katz would handle all Dunhill's advertising in 1958.

"In January, 1958," the complaint continued, "it was agreed that the agency's services had been satisfactory and that plaintiff [Leber & Katz] would handle all advertising for the calendar year 1958."

■ Dunhill, however, the agency alleged, "failed and refused to permit us to act as its advertising agency from approximately Nov. 1 to Dec. 31, 1958."

Leber & Katz further charged that Dunhill failed to pay $2,395 in commissions on ad space ordered during the two-month period.

Dunhill answered the charges with a general denial pending trial. #

$400,000 Earmarked to Promote Florida Fruits, Vegetables

FT. LAUDERDALE, Nov. 3—A $400,000 "Good things come from Florida" promotion is being launched during 1959-1961 as an experiment by the Florida Development Commission to promote the sale of Florida agricultural products.

George Evans Co., which handles the state's tourist advertising, will also handle this new program.

■ *Everywoman's Family Circle* and *Woman's Day* will carry two-thirds-page color units, starting January, 1960, and continuing through the peak five-month marketing season during the first year of the promotion.

Extensive publicity through the Florida State News Bureau also will be used.

The promotion will emphasize the appeal of garden-fresh fruits and vegetables at a time of year when much of the nation is buried in snowdrifts. #

Kudner Names Allen, Steer

Charles C. Allen, previously director of research of Blair-TV and Blair Television Associates, has been named to the re-established post of business manager of the radio-tv department of Kudner Agency, New York. Kudner also has named John W. Steer, formerly with Batten, Barton, Durstine & Osborn, a copy supervisor.

FC&B Names VPs, Eastman

Frank K. Mayers and Paul K. Hogue, account supervisors in the New York office of Foote, Cone & Belding, have been named vps. F. Curtiss Eastman, formerly with Earle Ludgin & Co., has been named an account executive in FC&B's Chicago office

Petroleum Retailers to Publish 'NCPR Spokesman' in March

The *NCPR Spokesman*, new official magazine of the National Congress of Petroleum Retailers, Detroit, is scheduled to bow in March. It will appear as a supplement, bound into 21 state and regional gasoline dealer association magazines throughout the country. Editorial and business offices are located at 338 E. 25th St., Baltimore. Army Times Publishing Co., Washington, will handle its national advertising sales.

Sturm, Ruger Names Byron

Sturm, Ruger & Co., Southport, Conn., manufacturer of Ruger pistols and revolvers, has appointed Mark Byron Inc., Westport, Conn., to handle its advertising. A. C. Bury Inc., New York, is the previous agency of record.

WOULD YOU PAY $6.00 FOR AN IDEA?

You actually will get hundreds of ideas with Art Direction magazine. Its 12 monthly issues are packed with illustrations of the freshest, best approaches to advertising and promotion problems in all media. Only $6.00 for more than 1400 pages published annually. 2 years, $10.50.

subscribe **ART DIRECTION**

A19 19 W. 44th St., New York 36, N. Y.

What's Britain like as a market?

British housewives are do-it-yourselfers

In Britain housewives still look on groceries as the raw materials of, rather than substitutes for, good cooking. Indeed, in the North many housewives were either brought up, or are bringing their own children up, on home-baked bread. It's not that they are still in the Stone-ground Age – they prefer it that way.

Clearly, any U.S. grocery product whose advertising in Britain were not planned in the light of this knowledge could run into trouble.

That's the sort of reason why some of the largest American organizations choose a native British advertising agency to work with them in Britain.

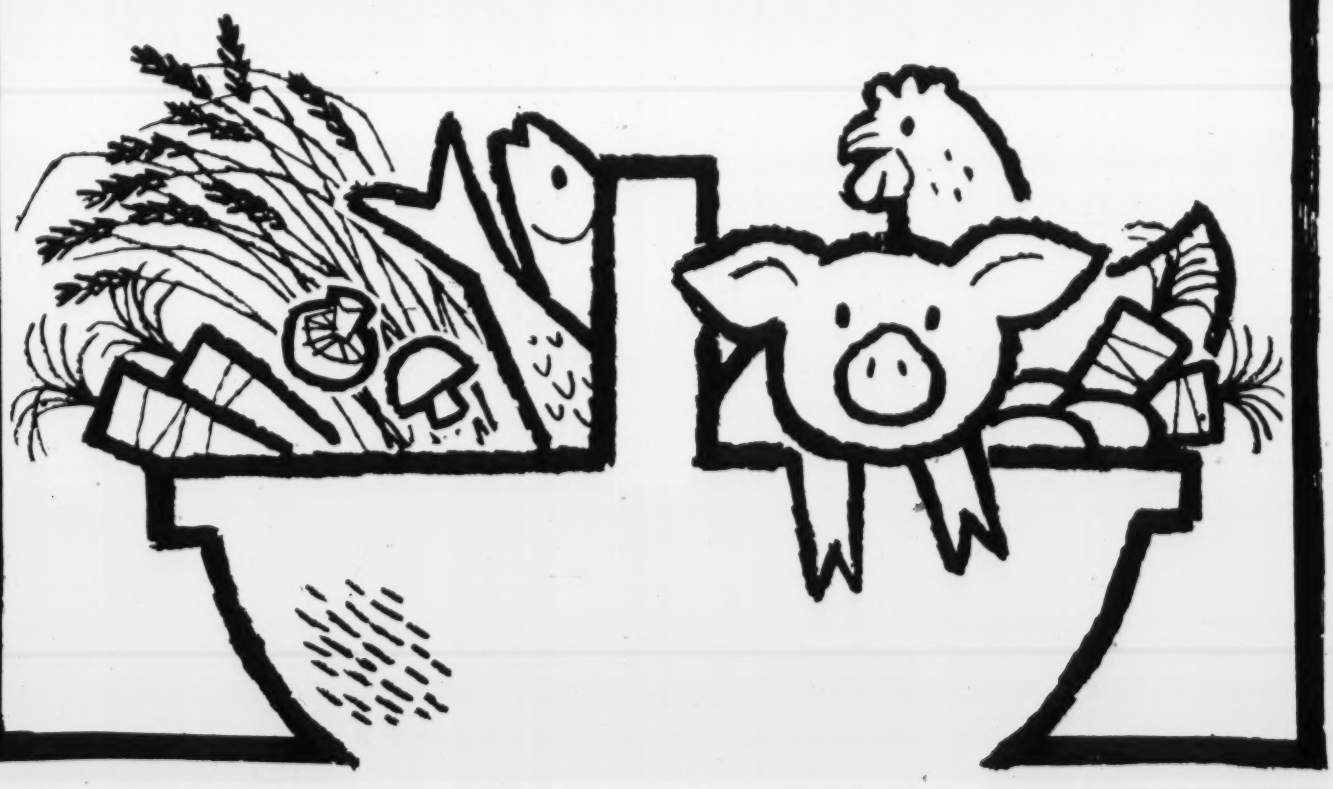
As one of the two largest agencies outside the U.S.A. we can quote a number of examples of our ability to integrate the American way of thinking with the British way of life.

How about you? Will you come and talk to us? Shall we come and talk to you? May we start by sending you a booklet about ourselves?

LPE

Advertising & Marketing

The London Press Exchange Limited, 110 St. Martin's Lane, London WC2, England



More readers.....

THE TRIBUNE GETS 'EM

.....more advertising-

IN CHICAGO!

The Tribune sells nearly 900,000 copies daily, 1,250,000 on Sundays—over one and a half times the circulation of any other Chicago paper. It is read by more families in Chicago and suburbs than the top 5 national weekly magazines combined. More than 6 times as many Chicagoans turn its pages as turn on the average evening TV show! Advertisers spent over $60,000,000 in the Tribune last year—more than in all other Chicago newspapers put together. Unmatched, also, is the Tribune's record of advertising results. It outpulls other Chicago papers 3 to one, 4 to one, even 15 to one—evidence of a selling FORCE which is uniquely the Tribune's. And another reason why the Tribune will produce best for you in Chicago!

The Editorial Viewpoint . . .

That Pernicious Questionnaire

Last week ADVERTISING AGE reported that New England Confectionery Co. had solicited presentations from 22 advertising agencies with a 13-point questionnaire. From the replies, it expects to narrow the field down to five agencies which—with its present agency—will then make formal presentations for the account.

It's probably unfair to make Necco the goat for critical comments about this kind of procedure, since it is clear that Necco did not invent it, but is simply borrowing from innumerable others.

Within reasonable limits, questionnaires to prospective agencies probably make some kind of limited sense. But they are seldom constructed so as to stay in reasonable areas. For example, in the present instance there is no indication that Necco provided agencies with any information whatever on its business, its advertising volume or content, its needs, if any, for various collateral services, etc. Yet its questionnaire—its very first approach to 22 agencies—includes questions such as these:

"Please show organization chart and list names and job functions of all individuals that would be assigned to our account."

"In what form do you usually present a recommendation [on campaign plans] and how frequently does this occur? What subjects do you believe a recommendation should include?"

"Do you have any general opinion of the value of publicity and public relations, and what share of a total marketing budget do you believe would be wise to be spent in this area?"

"Who would be the account executive on our account? How many other accounts would he be handling? . . . What percentage of his time would be devoted to servicing our account? Would we have an account supervisor as well as an account executive?"

These are probably pertinent questions after there has been a considerable amount of discussion and exchange of information between prospective client and prospective agency. To ask them out of the blue of 22 agencies with which there has been no previous contact, and without supplying detailed information about the company, its structure, its sales and advertising practices and budgets, and its hopes and aspirations is to invite answers that are useless and in many cases fictitious.

And the supreme lack of good taste that makes an advertiser announce that his present agency—in this case one of 14 years' standing—will also be permitted to compete for the account!

If this is supposed to mean that the company may, after all, decide to stay where it is, surely this can be said more graciously as well as more sensibly. And if, on the other hand, there is no chance of the present agency retaining the account, it is more honest and more gentlemanly to say so.

KTTV Puts On a Show

KTTV, Los Angeles, has wound up its 13-week experiment with "Cavalcade of Spots," a weekly half-hour program consisting entirely of television commercials. It reports that the program proved its contention that "good advertising possesses an inherent attraction for listeners," since it was generally ranked second in a seven-station market. It is going off the air, the station said, because of the difficulty of getting quality commercials and the cost of residual rights to their performance.

The experiment was an interesting one, but we're glad it is not being continued. Because we have a strong feeling that one of the major ills afflicting the television commercial these days is the notion that it is supposed to be an entertainment device, designed to please people rather than to sell something.

It used to be assumed that the "shows" on radio and television provided the entertainment which would induce people to sit still for eight seconds or perhaps as long as 90 seconds, for a commercial message. But a good many advertisers have apparently decided that the commercial now must be more winsome and more attractive than the "editorial" material, and that customers must be wheedled and cajoled in as roundabout fashion as possible.

Like all general assumptions, this one is not necessarily true.

Advertising Age

Trade Mark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

Published at 200 E. Illinois St., Chicago 11 (DE 7-5200). Offices at 630 Third Ave., New York 17 (YUkon 6-5050); National Press Bldg., Washington 4, D. C. (RE 7-7659); 1709 W. 8th St., Los Angeles 17 (HU 3-0561); 703 Market St., San Francisco 3 (DO 2-4994); 520 S. W. Sixth Ave., Portland 4, Ore. (CA 6-2561); 99 W. Bethune, Detroit 2 (TR 2-7211).

Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

EDITORIAL

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Senior editors: Washington—**Stanley E. Cohen**. New York—**James V. O'Gara** (in charge), **Maurine Christopher** (broadcast), **Milton Moskowitz** (international). Chicago—**Emily C. Hall** (features), **Merle Kingman**.

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F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. **Gorden D. Lewis**, manager sales and service; **Malcolm P. Austin**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, William A. Maher, Alfred Maiecki, B. Richard Weston**. Chicago: **E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey, Jack Barnett**. Los Angeles: (Simpson-Reilly Ltd.) **Walter S. Reilly, James March, William L. McRae**. San Francisco: (Simpson-Reilly Ltd.) **Wayne Stoops**. Portland: (Frank J. McHugh Co.) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co.) **Thomas A. Knowles**.

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Gladys the beautiful receptionist

—W. H. Alexander, Coca-Cola Co., New York.

"Ever since the investigations started, he won't even eat lunch at the '21'."

What They're Saying . . .

Personally Responsible

Above all, I think, we must remember that in a free society we are individuals; and our responsibilities are personal. It is not enough to belong to associations and to support meritorious socially directed activities of official and unofficial professional groups, such as the splendid drives organized by the Advertising Council, the fair play code of the American Assn. of Advertising Agencies, and other activities. *Group activity making impersonal appeals to the general public can never be used as excuses for personal moral laziness.*

For, to tell the truth, truth in advertising begins and ends with the individual.

—Henry Rich & Associates, Los Angeles.

As Though Floating

There is nobody in this nation better able to hold off depressions than the salesman. If he sells, then the factories stay open, men work—and their wives have money to buy. The salesman is another "oxygen tank" in our economy. Because of him and other things, we will not soon have a crash like 1929. Where once we plunged sharply from peaks to valleys, now we will roll up and down—as though floating on waves.

—Roger Babson, president, Babson Reports, in an interview in Parade.

Magazines Will Endure

The magazine industry has met the challenge of its newest and most formidable competitor [tv] and is continuing to prosper. It is built on a solid foundation, perhaps the most solid of all. It is helping materially to maintain our high standard of living, to raise our educational and cultural levels, to increase our spiritual beliefs, to make us take better care of our children, eat healthier diets and be more tolerant of others. Collectively magazines have the power to influence millions and they are using that power constructively. Basically that is their *raison d'etre*—that is why they will endure.

—Richard E. Deems, exec vp, Hearst Magazines, before the fall conference of the Magazine Publishers Assn.

Hard Sell for a Soft Top

No, I won't sell you this car with automatic transmission. Sure, I know it's $200 more. But it kills all the pleasure of driving a sports car. No, I won't sell you the special hard top. This car's got the best soft top in the business. So why waste the additional money. You don't need all those extra optionals. But I insist you get the sun visors and courtesy lights. They're inexpensive and will add comfort to your driving. So, you don't have the down payment for me till Monday. Take the car over the weekend, show off to your girl friend, and send me the check by mail. If I didn't trust you I wouldn't waste my time talking to you.

—Monologue in Suburbia between a local auto dealer and a New York advertising agency account executive in the market for a $4,000 sports car. The account exec bought the car.

Rough Proofs

"Necco uses quiz to pick agency finalists," the headline says.

This is one quiz show where the right answers aren't locked up in the vaults of the Manufacturers' Trust Co.

•

Coty's Mr. Cortney says sponsors of rigged quiz shows should give their "illicit gains" to charity.

That's the sort of comment that gives harassed sponsors all the symptoms of tired blood.

•

Instant tv ratings seem to be just the thing, with at least two services offering this electronic facility. A performer who isn't clicking won't have to wait so long any more to get the bad news.

•

A woman wearing a Catalina swimsuit, the makers believe, will want to stay on the beach all day long, and so they are offering her the opportunity to wear a different attraction morning, noon and night.

•

N. J. Leigh says it's twice as hard to get a display up in a store now as it was seven years ago.

And at least twice as hard to keep it up.

•

"Isn't it about time advertising moved up from the Three-I League?" asks Leo Burnett.

They're proposing that fancy language describing simple ideas be dispensed with, a patently impossible project.

•

Jim Woolf reproduced a full-page Volkswagen ad in his department in AA, reduced in size, but big enough to read, and didn't even suggest sending a bill for the space to the agency.

•

Everybody is trying to help you cut down on your smoking, including the makers of cigarets without tobacco, and the new Duke goes one step farther by undertaking to do it for you with its king-size, recessed-filter, air-cooled-paper product.

•

Car builders aren't the only people who should be worrying about foreign competition. *Newsweek* reports that imported liquors increased over 18% in the first half of 1959.

•

Fred Gamble says agency profits are down, and he's started on a trip around the world to find out how things are going with agency entrepreneurs overseas.

•

"Our idea of a writer," says an agency looking for one, "is not someone for whom a day's work is the creation of a single fragile, trembling headline for a perfume ad."

But suppose it's a work of art.

•

"Sorry, but under 40 preferred," apologizes an agency looking for a writer.

Sometimes, even for writers, life does begin at 40.

COPY CUB.

In the Washington, D. C. metropolitan area where

government workers account for 56% of the area's payroll

Sixty-seven per cent

of all government workers read

The Washington Post

. . . more than read both other

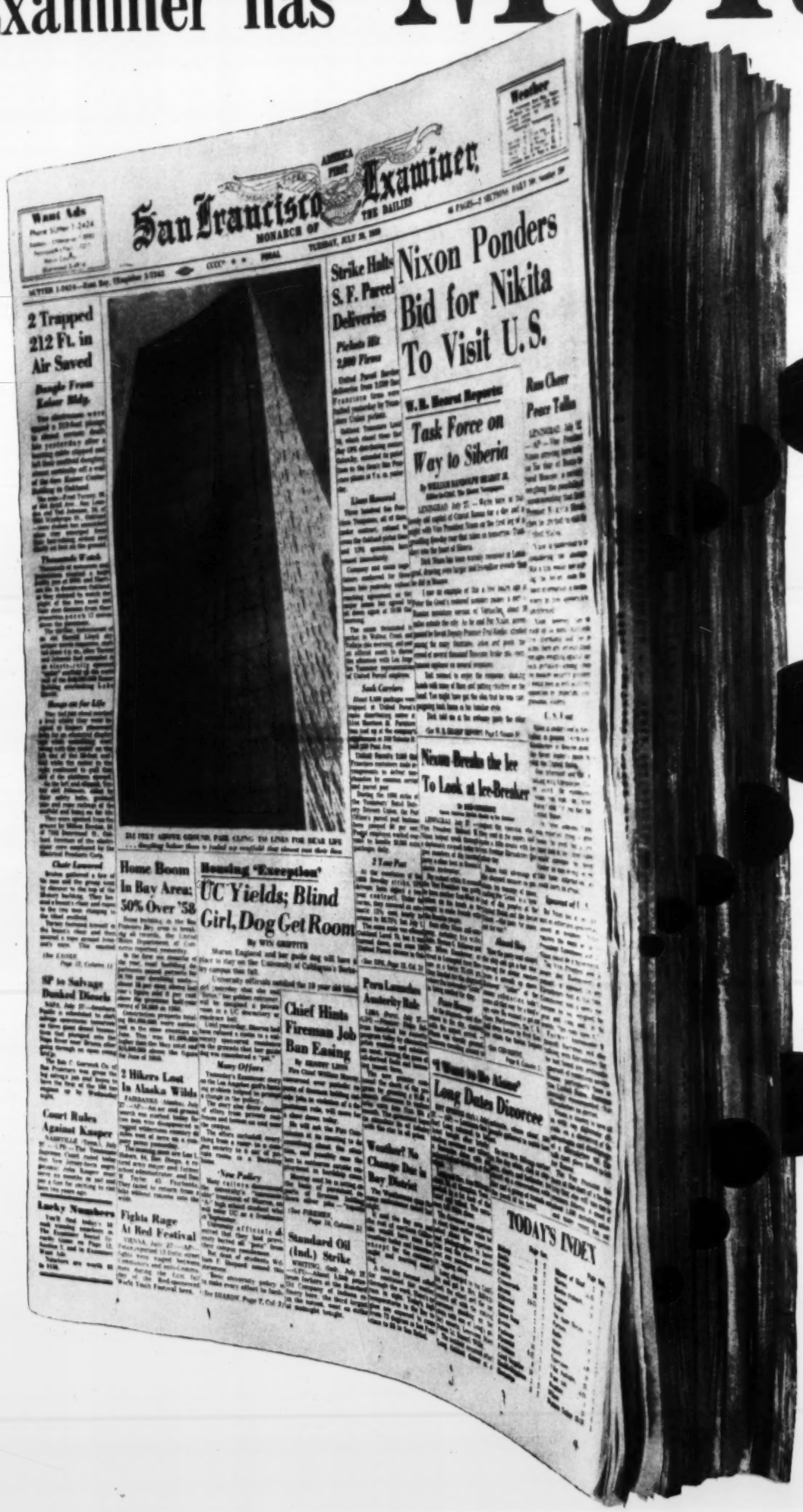
Washington newspapers combined

Publication Research Service
of Chicago, March, 1959

For More Than 20 Years Washington's R.O.P. Color Newspaper

Represented By: Sawyer, Ferguson, Walker Co.—New York, Chicago, Detroit, Atlanta, Philadelphia, San Francisco, Los Angeles; Joshua B. Powers, Ltd.—London, England; Senor G. Enriquez Simoni—Mexico City, Mexico; Allin Associates—Toronto and Montreal, Canada; The Hal Winter Co., Florida Hotel and Resort adv. rep.—Miami Beach, Florida; Tom McGill, New England Hotel and Resort adv. rep.—West Roxbury, Massachusetts; Lou Robbins, New York and New Jersey Hotel and Resort adv. rep.—1265 Broadway, N.Y., N.Y.; Puck, The Comic Weekly.

The San Francisco Examiner has MORE of


San Francisco Examiner
MONARCH OF THE DAILIES
Nixon Ponders Bid for Nikita To Visit U.S.
W.R. Hearst Reports: Task Force on Way to Siberia
Strike Halts S.F. Parcel Deliveries
2 Trapped 212 Ft. in Air Saved
Home Boom In Bay Area: 50% Over '58
Housing "Exception" UC Yields; Blind Girl, Dog Get Room
Chief Hints Fireman Job Ban Easing
Nixon Breaks the Ice To Look at Ice-Breaker
Long Dates Divorcee
Standard Oil (Ind.) Strike
Weather
TODAY'S INDEX

MORE ADVERTISING

MORE NEWS AND FEATURES

MORE CIRCULATION

...and The Examiner

EVERYTHING

The Daily Examiner Carried...

...Now, *for the* First 9 Months of 1959

MORE TOTAL ADVERTISING...

MORE RETAIL ADVERTISING

MORE DEPARTMENT STORE ADVERTISING

MORE TOTAL NATIONAL ADVERTISING

MORE NATIONAL GROCERY ADVERTISING

MORE NEW PASSENGER CAR ADVERTISING

MORE FINANCIAL ADVERTISING

Than any other San Francisco Daily Newspaper

The Daily Examiner

carried more Classified Advertising than *all other* San Francisco daily newspapers *combined*

The Daily Examiner

published more pages of ***News*** and ***Features*** than any other San Francisco daily newspaper

The Daily Examiner

reached a ***Circulation*** that's at an all time high and is *greater* than any other San Francisco daily newspaper

Daily and Sunday

The Examiner carried *more* ***Total Advertising*** than the other two San Francisco daily newspapers

The Sunday Examiner

is San Francisco's dominantly leading newspaper in ***Circulation, Advertising*** and ***News*** and ***Feature Contents***

AMERICA FIRST

San Francisco Examiner

MONARCH OF THE DAILIES

represented nationally by **Hearst Advertising Service Inc.**

Delivers **FULL $ POWER** in San Francisco and Northern California

REAP
MORE
SALES FROM YOUR ADVERTISING DOLLAR
in FRENCH CANADA through CONCENTRATION in LA PRESSE

✔ Largest Circulation and Best Distribution.
✔ Most Influential French Newspaper in Quebec Province.
✔ Lowest Milline Rate.

LA PRESSE

HEAD OFFICE: MONTREAL, CANADA U.S. REPRESENTATIVES: SHANNON & ASSOCIATES INC.

THE GREATEST SELLING FORCE IN FRENCH CANADA

EWRR, London, Opens Office in Glasgow—Third in Britain

Most British agencies have only one office—in London—but Erwin Wasey, Ruthrauff & Ryan now has three. EWRR has just opened its third office in Glasgow. It will start with the account of A. F. Stoddard & Co., leading Scottish carpet manufacturer.

The office will be managed by James Weir, a Scotsman who has been an account supervisor in the agency's London office for the past two years and who previously worked for the Stoddard company. EWRR opened its first branch last year in Newcastle. Glasgow is the second largest city in Britain.

Oechsner to 'Floor Covering'

Martin Oechsner, formerly vp and account executive with Ruthrauff & Ryan, has joined *Floor Covering Weekly*, New York, as vp in charge of sales, a new position.

Stress Ad Creativity More, Selling Less, Kansas Dailies Urged

GREAT BEND, KAN., Nov. 3—Newspaper admen can stem the annual seepage of ad dollars into other media by revising their present sales training methods to emphasize more creativity in newspaper ads, Roger C. Coryell, general sales manager of Metro Newspaper Services, said last week.

Speaking at a session of the Kansas Daily Advertising Managers Assn. here, Mr. Coryell urged the admen to take a new look at the competitive field of advertising sales. He said newspapers "must rid themselves of their old-fashioned approach to retailers and national merchandisers and must follow the lead of ad agencies and make creativity the No. 1 goal of their selling staffs.

"Newspaper admen have been busy for many years training a breed of super salesmen," Mr. Coryell said, "with complete emphasis being placed on the art of selling. Instead they should teach their staffs how to write, plan and create advertising that is new, alive, different and productive.

"In order for newspaper advertising to continue to perform powerfully in the mass sale of merchandise and ideas it must keep up with the times. And newspaper ad management must furnish the training necessary or suffer the consequences of continued loss of ad revenue," Mr. Coryell said. #

Johnstone Joins Gumbinner as Research Director

Don Johnstone, formerly director of research at Cohen, Dowd & Aleshire, New York, has joined Lawrence C. Gumbinner Advertising Agency, New York, as research director, a new position.

Don Johnstone

Before his association with Cohen, Dowd, Mr. Johnstone had been vp and director of marketing and research with Robert W. Orr & Associates.

Smith/Greenland Gets Downyflake; Names Warren

Downyflake Foods Inc., a division of DCA Food Industries, has appointed Smith/Greenland Co., New York, to handle its advertising. Downyflake markets frozen waffles, pancakes and french toast nationally. The account, billing an estimated $250,000, previously was with the Marschalk & Pratt division of McCann-Erickson.

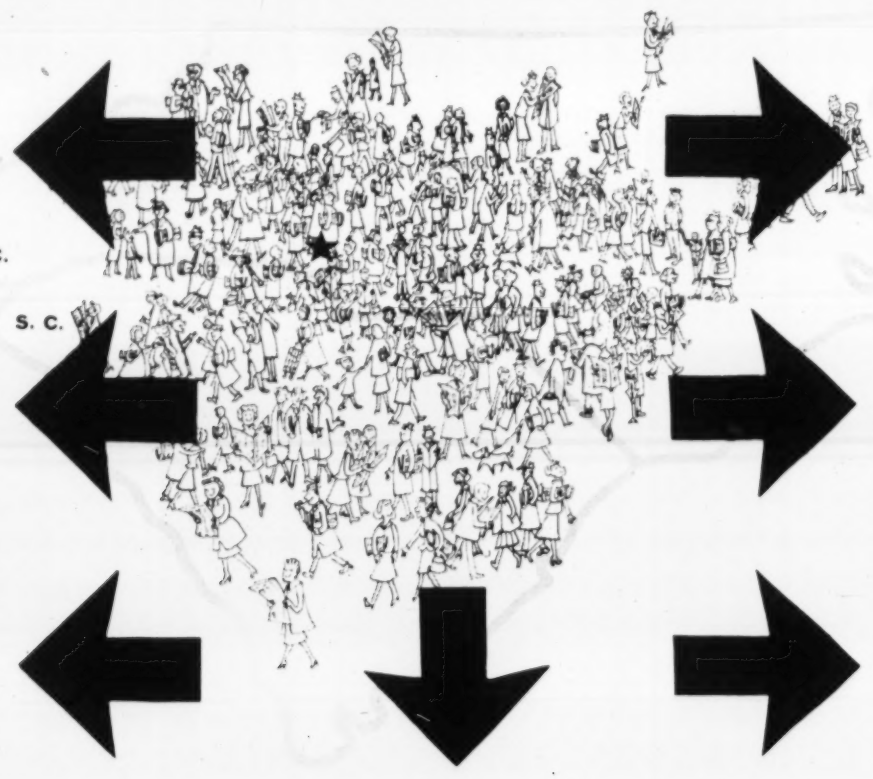
Smith/Greenland also has named Douglas Warren, formerly advertising brand manager of Seabrook Farms Co., an account executive and member of the plans board.

Kraft, Smith Gets Shasta Slice

Shasta Water Co., San Francisco, has appointed Kraft, Smith & Ehrig, Seattle, to handle advertising and public relations in Washington, Oregon, Idaho and Alaska. Shasta markets canned soft drinks, bottled dietetic soft drinks and mixes, and Shasta water, and also produces low-calorie dietetic maple-flavored syrup. Hoefer, Dieterich & Brown, San Francisco, is the agency at Shasta's home office.

Wunderman, Ricotta Adds 1

Wunderman, Ricotta & Kline, New York, has been named to handle advertising for the University of Michigan Press. Wunderman, Ricotta also has named John McCormick, formerly with Doremus & Co., to its copy department.



BIGGEST IN THE CAROLINAS—AND THEN SOME!

The Zone of Influence* of The Charlotte Observer - The Charlotte News, a single media buy, represents a market *seven times* the size of Metropolitan Charlotte itself: a 39-county area with total population of almost 2 million and annual retail sales of more than $1½ billion.†

All of which establishes The Charlotte Observer - The Charlotte News as a newspaper purchase of *national* importance . . . biggest in the Carolinas—and then some!

There are, in fact, only 43 cities in the entire U.S. where you can buy greater circulation.

*Contiguous counties where Observer-News circulation (3/31/59 ABC) is equal to at least 20% of total county households (1959 Sales Management) or 20% of households in one or more principal cities in the county.

†1959 Sales Management Survey of Buying Power.

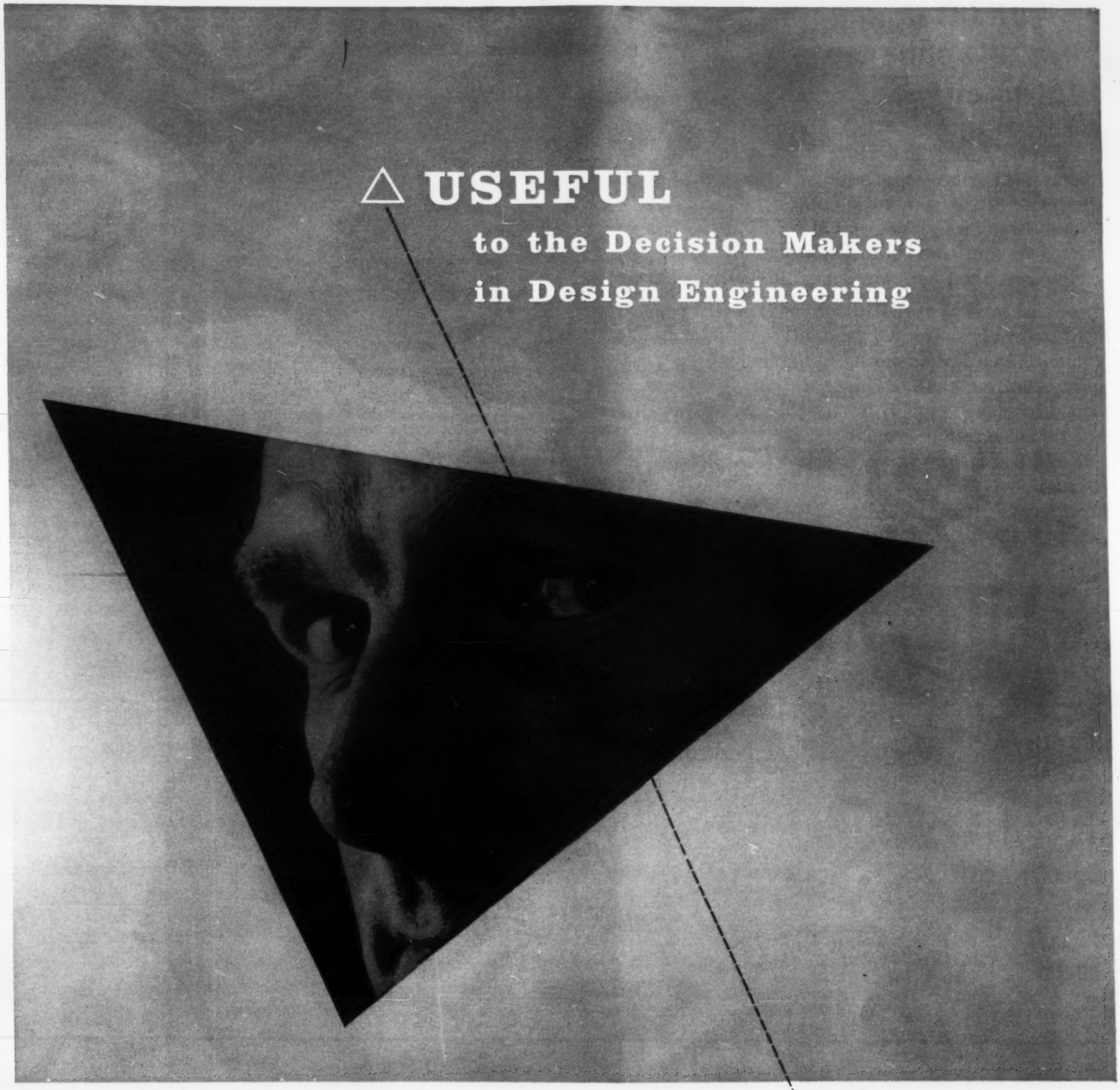
THE CHARLOTTE OBSERVER | THE CHARLOTTE NEWS

1 will get you 7

A TOP TEN BRANDS MARKET

Charlotte, N. C. · Daily Circulation over 222,000

Represented by The Katz Agency, Inc. Newspaper Division



The editorial content of ELECTRICAL MANUFACTURING is all technical and nothing but technical. From its monthly insert series on Basic Science principles to its depth coverage of practical applications... every article must relate to *problem areas* of design engineering... or it isn't used. There's no skimming the surface... no compromise with length or depth. Are the technical needs of readers being served? Best evidence is the 130,000 individual requests for editorial reprints that poured in last year... the studies that show readers spending up to 12 hours with an issue... the constant flow of letters from engineers telling how much they *need* ELECTRICAL MANUFACTURING on their jobs. • Greater usefulness to the reader means more selling time for your advertising!

Electrical Manufacturing

the technical magazine of Design Engineering

A CONOVER-MAST PUBLICATION

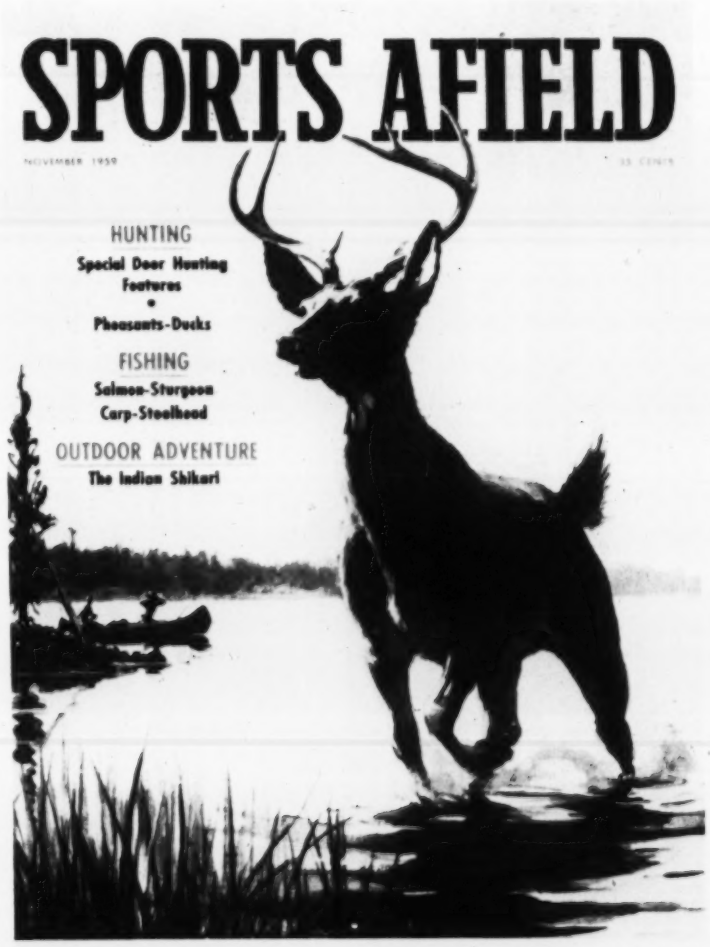
HARPER'S BAZAAR MOTOR SCIENCE DIGEST COSMOPOLITAN Bride & Home POPULAR MECHANICS

Special interest magazines get Action

Advertising linage UP 10.7%
Advertising revenue UP 24%
– the first 9 months of '59

Readers of *Sports Afield* are men of action. Advertisers know this. And they know, too, that *Sports Afield* reaches only interested readers, with no secondary or indifferent audience. Which is why, more and more, they choose this *special interest* medium to reach responsive and sports-minded prospects only.

And this is true of all Hearst Special Interest Magazines—"the best pruned orchard in the field of advertising". Each selects a particular market—and hits hard at that market, with no scattered shots, no dollars wasted on an expensive second audience not interested in what the advertiser has to sell. Which is why Hearst Special Interest Magazines get *action* at the local level.



HEARST

magazines get action!

Six keys to profits through action:

- Hearst readers are prospects, not just suspects
- Advertising is focused where interest is keenest
- Editorial and advertising content work together
- Editorial integrity lends prestige to advertising
- Each Hearst Magazine is an authority in its field
- Hearst readers are sold—only need to be told!

MOTOR BOATING · *House Beautiful* · NEW Medical Materia · TOWN & COUNTRY · Good Housekeeping · American Druggist

Petker Mails $1 to 5,000 Admen to Back Participation Idea

BEVERLY HILLS, Nov. 3—Al Petker, radio contest promoter headquartered here, has come up with a novel way to reach key agency executives. All he did was to buy 5,000 of them simultaneously a $1 drink.

Mr. Petker mailed a special October issue of "Dee-Jay Grapevine," usually an eight-page monthly contest ideas publication for disc jockeys, to the 5,000 agency men. Pasted on Page 1 of the publication was a crisp $1 bill. Recipients were invited to use the dollar to purchase a drink.

■ The mailing had two objectives, Mr. Petker said. "We wanted to point out that what the networks call audience participation shows are not," he said, "and we want to let advertising people know what it's all about—that we know how to make contests and programs pay off."

"When CBS shut down its audience participation shows, it did so from fear," Mr. Petker's publication trumpeted. "The network never knew what audience participation meant," he said. "It took a few contestants and gave them too much. It was a wrong format from the start, and the horse it pulled by the tail bolted." #

Gulbransen to Hicks & Greist

Clifford W. Gulbransen, formerly an account executive with G. M. Basford Co., New York; has joined Hicks & Greist, New York, as account supervisor in the business and industrial services division.

Friedberg to 'Electronics World'

Howard Friedberg, formerly with Benjamin Co., has joined the ad sales staff of *Electronics World*, New York.

Adman in the News . . . F. Eugene Godt

The new president of Broadcasters' Promotion Assn. *(see story on Page 1)* is F. Eugene Godt, a slight, earnest man of 41, who has spent 20 years in broadcasting, worked for four stations, and believes BPA's future lies in its retention of its practical, professional character.

Gene Godt is sales promotion and advertising director of KYW-TV, Cleveland, a job he took over Aug. 15. Previously he had spent seven years with WCCO-TV, Minneapolis.

It was in Minneapolis that he first became interested in promotion. The story goes like this: Gene graduated from the University of Missouri's school of journalism as a news major, and worked with KOLT, Scotts Bluff, Neb., and WHO, Des Moines, as a news man. He moved to WCCO in 1952 as associate news director. He was working happily in television news when F. Van Konynenburg, head of the station, noticed an entry Gene had prepared in a competition for a news award.

■ He was asked if he would be interested in promotion. Gene said he knew nothing about it, but he would like to draw up a set of ideas he had on the subject, and if Mr. Van Konynenburg agreed with them, he'd give it a try. He did. His boss agreed, and he became sales promotion manager and later manager of promotion, publicity and public relations.

Gene, reflecting on WHO, WCCO and KYW-TV, says he's been lucky to work with top stations in the markets they serve; of his new connection he says simply that he's "really impressed by Westinghouse. They're terrific."

The longest single business connection of his career was at WHO, which he joined in 1940. He left for

F. Eugene Godt

three years of service as a naval officer working with aviation (he has a pronounced limp from a shrapnel wound received when an ammunition dump on Guadalcanal blew up), retiring as a lieutenant. He rejoined WHO after the war, and was brought to WCCO as associate news director by Chick McCuen, a WHO graduate, in 1952.

■ Gene's choice of radio was economic. He wanted to be a reporter when he left college in January, 1940, and a reporter's job in newspapers paid $60 a month; it paid $80 in radio. In December, 1940, he married Bettye Frances Vick, a Fort Smith girl he'd known since they were junior high school students. ("Unfortunately," he says quickly of Mrs. Godt, "not connected with Vick's Vapo-Rub".) They have three children—Bob, 17; Nancy, 12, and John, 8. The family is getting settled in Shaker Heights.

The best of BPA's sessions, the new president believes, are those having to do with nuts and bolts of the promotion job, in which working professionals swap experience and solutions to common problems. He wants that aspect of BPA maintained and intensified, and he wants the meetings kept close to members' needs. During his term he would like to expand the membership, and this means reaching smaller stations, since most major outlets now belong to BPA.

■ In the past two years, in the course of editing the BPA bulletin on audience promotion, he has noticed that the smaller stations frequently produce the more ingenious ideas—stations which have to make imagination substitute for manpower and money. So the more smaller stations that can be attracted to BPA (which has more than 300 members) the happier Gene will be—"They'll act like yeast to wake up the giants," he says. #

'New Jersey Business' Drops Color Premium

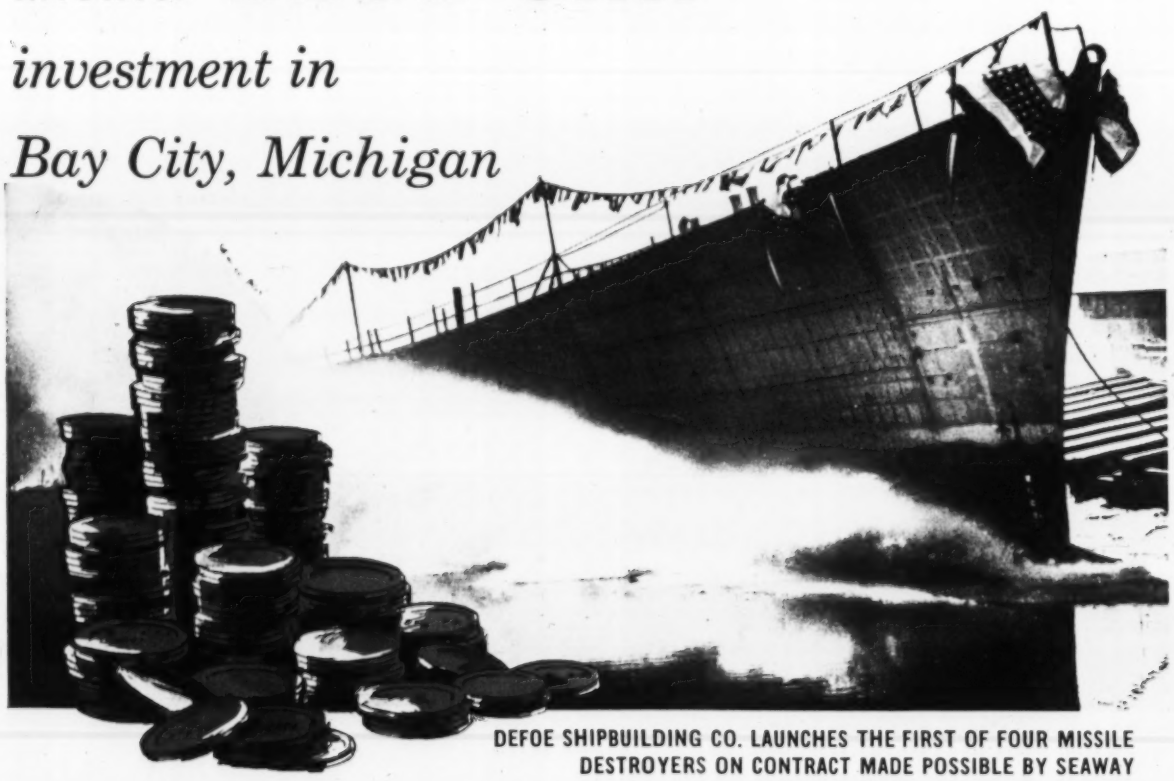
New Jersey Business, published by the New Jersey Manufacturers Assn., Newark, has dropped its premium charges for color ads in its new rate card. Basic rates also remain stable, with minor changes in smaller units and multiple insertions.

The St. Lawrence Seaway . . .

another **BLUE CHIP**

investment in

Bay City, Michigan



DEFOE SHIPBUILDING CO. LAUNCHES THE FIRST OF FOUR MISSILE DESTROYERS ON CONTRACT MADE POSSIBLE BY SEAWAY

Opening of the St. Lawrence Seaway has made Bay City, Michigan, a full-fledged Sea Port of the World with the general consensus it will be among the top beneficiaries of all ports served by the Seaway.

Well-located in the Midwest, this port has received its share of attention from firms who have made inquires and sent representatives to gain first-hand information about its facilities, its people, its schools and Bay City in general. Without exception, they have been favorably impressed.

The Defoe Shipbuilding Company of Bay City is currently working on a $68,000,000 contract to build four missile destroyers, the first of their kind to be built anywhere. Completion of the Seaway made possible the awarding of this contract to Defoe, thus making available to the defense effort of the nation the great boatbuilding "know-how" of this nationally famous firm. Additionally, over 1,600 job opportunities, lasting through 1961, have been created through the awarding of this contract—with the likelihood of more contracts to follow now that the Seaway makes possible the full potential use of Defoe's ability.

Yes, the Bay City market is solid, prosperous and growing. Worth a blue chip advertising program.

Your advertising covers the market through a single medium, The Bay City Times. It takes your message to 85% of the families in Bay County. Put the Bay City Times to work for you.

THE BAY CITY TIMES

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper

Keep Top Brass Informed

Give your management all the facts! Keeping up-to-date on what's going on is a must in today's fast-moving business scene. Our clipping coverage of over 3500 business, farm and consumer magazines, as listed in Bacon's Publicity Checker gives you the assurance of a complete clipping service. Check into our complete service today!

BACON CAN GIVE YOU CLIPS ON:

• Publicity • Subject Research

• Competitive Publicity & Advertising

Send for Booklet No. 59
"How Business Uses Clippings"

BACON'S CLIPPING BUREAU
14 E. Jackson Blvd., Chicago 4, Ill.
WAbash 2-8419

pinpoint magazine coverage
in your market(s) with...

locally edited gravure magazines

THE ATLANTA Journal and Constitution MAGAZINE

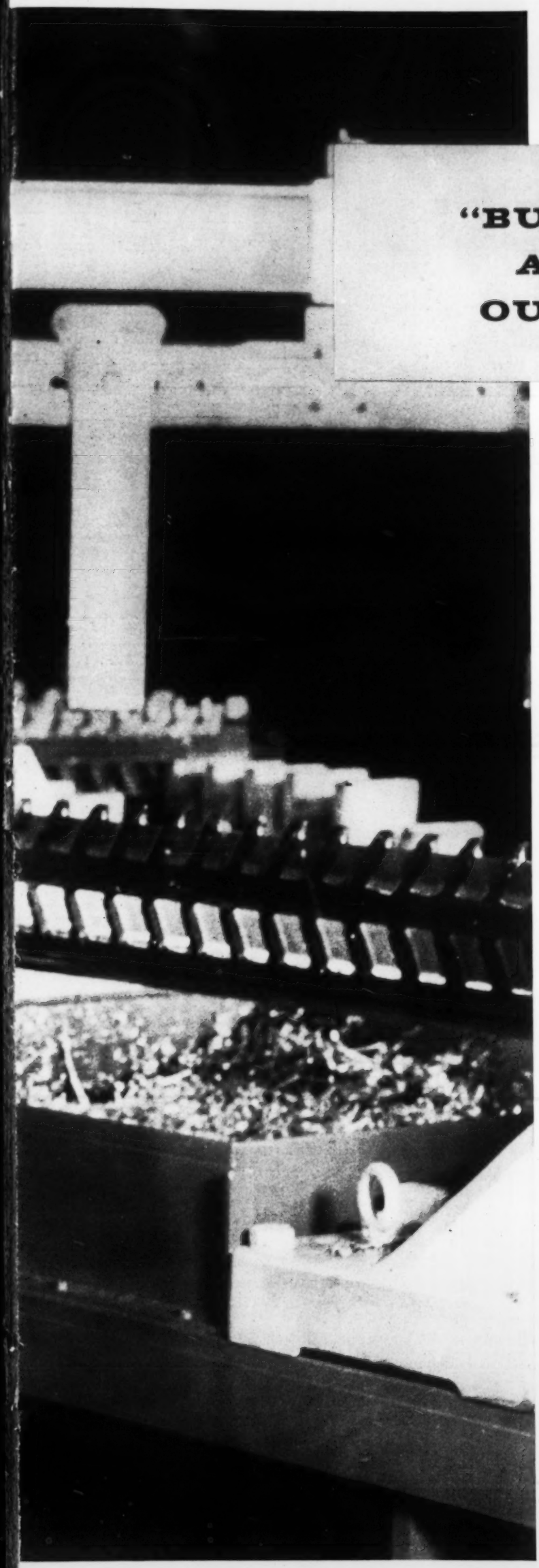
in Atlanta...in any Region
or throughout the Nation!

The nation's 52 locally edited gravure magazines are your tactical ad force in 39 major markets.

Here are 12 of the best . . .

AKRON BEACON JOURNAL • ATLANTA JOURNAL AND CONSTITUTION • COLUMBUS DISPATCH • DENVER POST • HOUSTON CHRONICLE • INDIANAPOLIS STAR • LOUISVILLE COURIER-JOURNAL • NEWARK NEWS • NEW ORLEANS TIMES PICAYUNE STATES • PHOENIX ARIZONA REPUBLIC • ST. LOUIS GLOBE DEMOCRAT • TOLEDO BLADE

"Broaching a 24-foot helicopter spar such as this has never been done before," says Mr. Crosby. "This is one of the latest developments we are currently advertising."



"BUSINESS PUBLICATION ADVERTISING OPENS OUR PROSPECTS' DOORS"

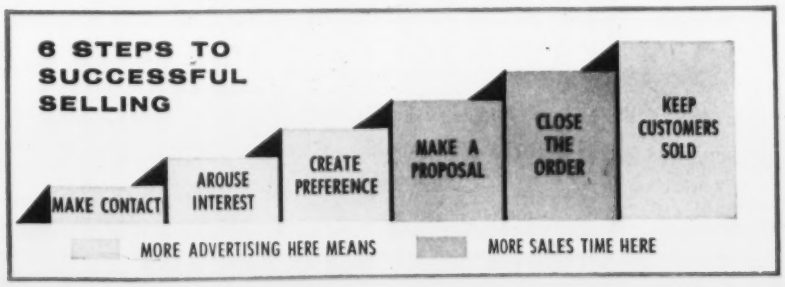
"Business publication advertising helps us in two ways," says Joseph P. Crosby, Vice President, Sales, The Lapointe Machine Tool Company. "First, it helps us to establish and maintain industry leadership. Second, advertising in leading business publications makes it possible for us to get a large volume of essential information to a wide audience of buying influences . . . quickly, repetitively, and efficiently. It is this information that opens prospects' doors for our sales engineers."

IF WHAT YOU MAKE OR SELL is bought by business or industry, you can "mechanize" your selling by *concentrating* your advertising in the one or more McGraw-Hill publications serving your key markets. More than a million key men pay to read these magazines. When your advertising contacts them, it gives your salesmen more time to make specific proposals and close sales.

McGraw-Hill

PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC.,
330 WEST 42nd STREET, NEW YORK 36, N. Y.



Tucson

during the 1954-58 period
RETAIL SALES UP!

35%

ACCORDING TO A PRELIMINARY RETAIL TRADE REPORT BY U.S. BUREAU OF CENSUS

More than double the national increase of 17% for the same period of time!

MORE people are doing MORE business than ever before in Tucson!

If You Want to Cover Arizona THE STAR & CITIZEN ARE A MUST!

1958 RETAIL SALES IN KEY CATEGORIES

Total Retail Sales	$259,426,000
Food Sales	61,271,000
Automotive Sales	46,300,000

(U.S. Dept. of Commerce Report)

Tucson Daily Citizen EVENING

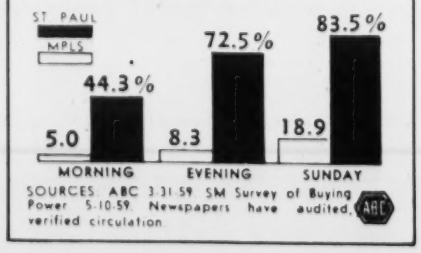
The Arizona Daily Star MORNING & SUNDAY

Two independent newspapers produced in the same plant by Tucson Newspapers, Inc.
Nationally represented by Cresmer & Woodward, Inc. • New York, Chicago, Detroit, Atlanta, Los Angeles, San Francisco

Steele Stickley Edmondson Glavin

NEW AND OLD ENGLAND—*British consul general of Boston, G. D'Arcy Edmondson, chats with head table guests at the New England Newspapers Advertising Bureau's 22nd annual dinner: Richard C. Steele, associate publisher, Worcester Telegram-Gazette; James B. Stickley, assistant publisher, Providence Journal-Bulletin, and Anthony G. Glavin, bureau director.*

FAMILY COVERAGE
*Ramsey, Dakota and Washington counties.



SOURCES: ABC 3-31-59. SM Survey of Buying Power 5-10-59. Newspapers have audited, verified circulation.

In the on-the-grow
ST. PAUL market
. . . where 529,600 people spend 655 million retail dollars per year . . .
only one newspaper delivers

UNCHALLENGED SATURATION COVERAGE

ST. PAUL
DISPATCH
A RIDDER NEWSPAPER
PIONEER PRESS
Represntatives RIDDER-JOHNS, INC.
New York—Chicago—Detroit—Los Angeles—San Francisco
St. Paul—Minneapolis

ANA Poll Finds Members See 10% Ad Hike in '60

(*Continued from Page 2*)

spend at the same rate as in '58; 20 companies (8%) will spend below '58 levels.

■ The ANA made the following analysis of companies reporting changes in 1959 and plans for 1960:

• Of 170 companies reporting increased spending this year, 165 gave estimates for next year. Further increases are planned by 127 of these companies, or 77%. Spending will be maintained at 1959 levels by 28 companies (17%). Lowered expenditures are in the works at 10 companies (6%).

• 63 companies reported spending at the same level this year as in 1958. Of these, 27 (47%) plan to boost expenditures in 1960; 28 companies (48%) will keep budgets at the '58-'59 level; 3 companies (5%) will slice budgets.

• 43 companies reported lower ad spending this year compared with 1958, and indicated their 1960 plans as follows: 32 companies (74%) expect to increase budgets; 6 companies (14%) will stay at 1958-'59 levels; 5 companies (12%) will spend less than in '58-'59.

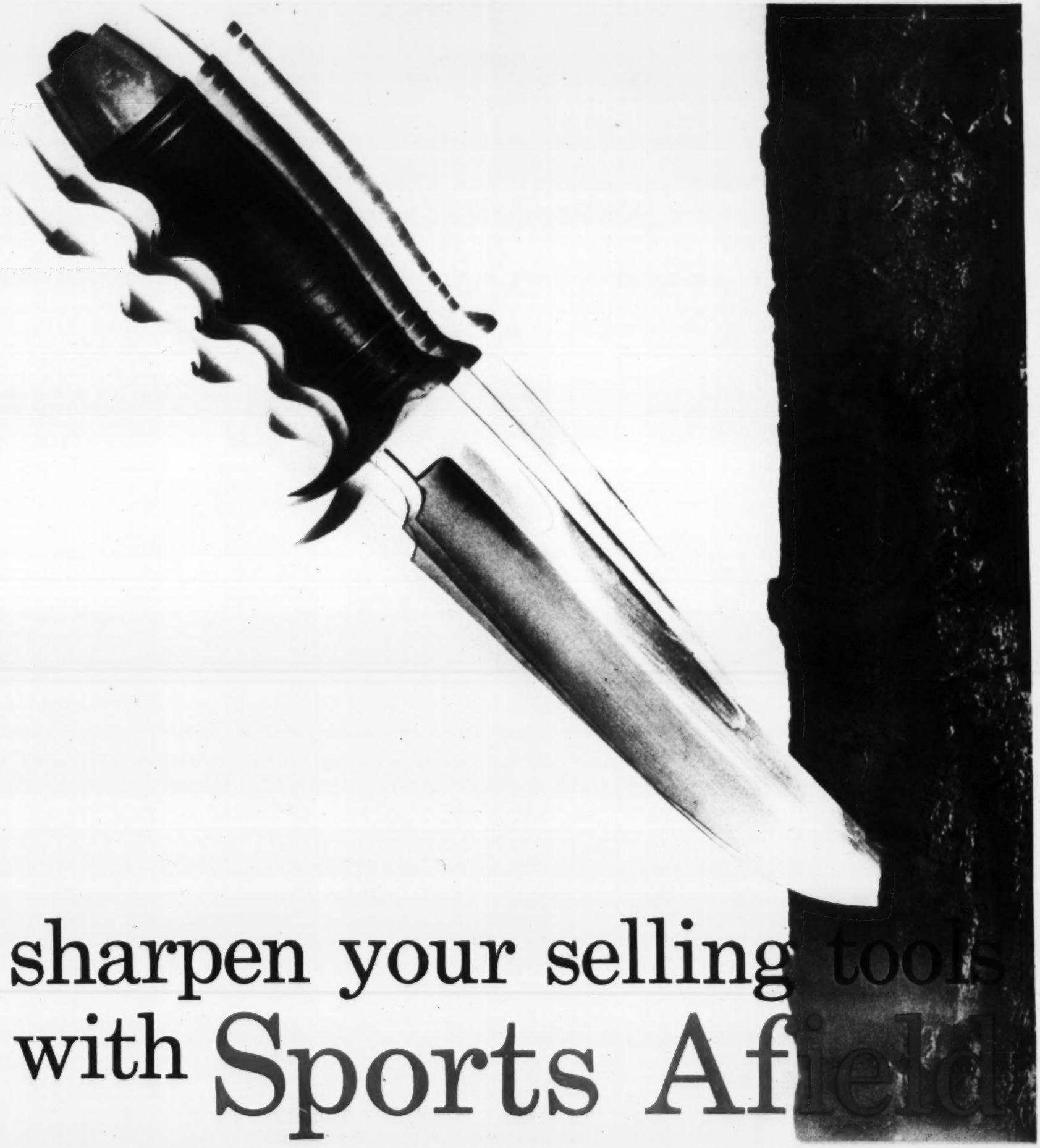
■ Analyzed by size of budget—those spending $5,000,000 and more, those between $1,000,000 and $5,000,000, and those under $1,000,000—the findings were:

• 70 advertisers anticipate $5,000,000 or better budgets for 1959. Of these, 52 (74%) were spending more than last year. In the $1,000,000-$5,000,000 group, 75 of 119 reporting companies (63%) said they were spending more than in 1958. In the less than $1,000,000 group, 46 of 88 companies reporting (52%) increased their ad spending this year.

• Estimates for 1960 went like this: Increases in budgets were expected by 68% of the companies spending over $5,000,000 and less than $1,000,000. In the $1,000,000-$5,000,000 group, 71% of the companies anticipated increases. #

McGraw-Hill Boosts Thompson

Donald R. Thompson, Atlantic district manager, has been appointed advertising sales manager of *Petroleum Week*, McGraw-Hill publication, effective Jan. 1. He succeeds Ervin E. DeGraff, recently named publisher of the magazine.



sharpen your selling tools with Sports Afield

Penetrate right through sales resistance by using SPORTS AFIELD! Here you reach a selective audience of more than 1,000,000 sportsmen who enjoy the great outdoors . . . and who read *their favorite magazine* edited exclusively for them.

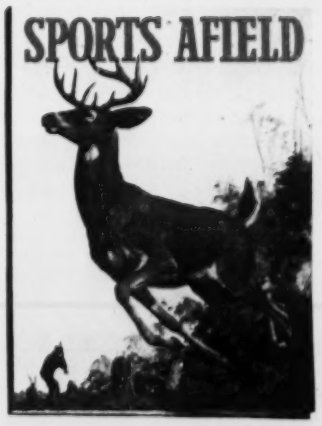
To sell the cream of this leisure time growth market for *all* their many needs, you reach them best in SPORTS AFIELD . . . for cars, beverages, insurance, tobacco, apparel . . . you name it!

Sharpen your media tools through the advertising pages of SPORTS AFIELD, the champion growth magazine* that will help you sell over 1,000,000 select prospects more for your advertising dollar.

***Ad revenue has quadrupled in the post-war period, circulation has more than doubled . . . 4th quarter of 1959 average circulation in excess of**

1,100,000**

****Publisher's estimate**



SPORTS AFIELD • A HEARST KEY MAGAZINE • 959 EIGHTH AVENUE • NEW YORK 19, N. Y.

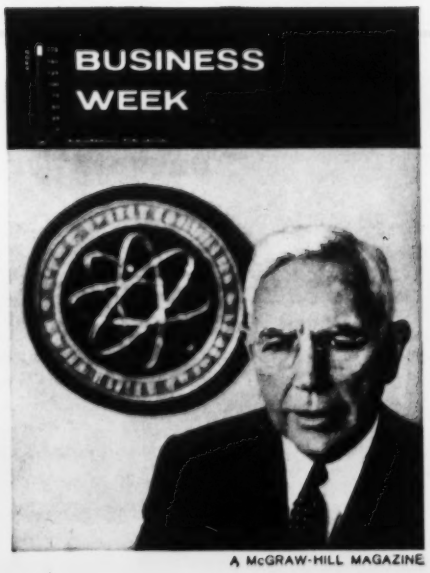
Whitney Darrow

Circulation Manager of Business Week

(as seen by the 12,000 people whose applications he will reject this year)

If Business Week's Circulation Manager looks like Scrooge to a lot of people, it's because *he has to reject one subscription for every 10 he accepts!* This year, he will decline subscription revenue from some 12,000 people (9,599 not accepted first ten months of 1959). That's because Business Week is written for management only. Always has been. Always will be. And it has always had but one editorial purpose: to be of *use* to management.

So there sits our Circulation Manager turning people away by the thousands. Not to be mean, but to make sure that the people who subscribe to Business Week really can use it. And this provides—for advertisers—the most concentrated management audience among *all* general, general-business, and news publications.



A McGRAW-HILL MAGAZINE

YOU ADVERTISE IN BUSINESS WEEK WHEN YOU WANT TO INFLUENCE MANAGEMENT MEN.

YES, SUH!

The Atlantic City Press covers the South!

South Jersey, that is...*

The NEW Atlantic City "3 Phase" Market

- Rapidly Expanding INDUSTRIAL Market.
- Increasingly Wealthy FARM PRODUCTS Market.
- A "NEW LOOK RESORT" Market in which multiple millions are being expanded for new motels, public and private improvements and modernization of the world's largest Convention Hall.

*Comprising Atlantic, Cape May and Cumberland Counties.

Atlantic City Press

Southern New Jersey's "Good Morning" Newspaper

Rolland L. Adams, *President*

Scolaro, Meeker & Scott, *National Representatives*

Tropicana Aerosol Instant Orange Juice Extends Distribution

BRADENTON, FLA., Nov. 3—A concentrated orange drink in a push-button can is being introduced across the country today, while Florida citrus growers and handlers watch its progress with interest.

Called Tropicana instant orange concentrated drink, the new product was introduced in midsummer and now can be bought in about half the states. The developer and producer, Tropicana Products of Bradenton, expects it to be competitive with Tang and other synthetic drinks, rather than with pure orange juice. The new product has a base of orange concentrate, with about 40% of its solids (natural sugars) derived from this source. Other ingredients are sugar, citric acid, sodium citrate, vitamin C, orange oil, artificial coloring and sodium benzoate.

KICKOFF—*First ads in the newspaper phase of the Tropicana promotion will look like this.*

Promotion is being done on a market-by-market basis, according to David Hamrick, vp in charge of the Tropicana technical division.

■ When stores representing 50% of a market's volume have stocks available, it is the practice of Tropicana to come in with a substantial advertising push, Mr. Hamrick said. Tv, radio and newspapers have been used in various combinations. The kickoff ad when newspapers figure in a campaign is generally 1,000 lines in two colors, according to John L. Douglas & Associates, Bradenton, Tropicana's agency.

It may be several months before nationwide distribution is achieved, Mr. Hamrick indicated, because the advent of cold weather will cut down demand in some areas. However, he said, the orange syrup can be used in its concentrated form on waffles, pancakes or ice cream.

There are no patents on the product—which Tropicana took a year and one-half to develop—so other citrus firms could produce it if it should win favor among consumers.

The syrup is packed in a 16 oz. aerosol can, priced at 49¢, with the label clearly listing the contents as 9½ oz. One part of the syrup mixed with seven parts of cold water provides a tasty orange drink which, the company says, has as much vitamin C as average orange juice.

■ A. T. Rossi, Tropicana's president, sees little or no competition between the new drink and the company's chief product, chilled orange juice in milk-carton-style containers. Chilled juice markets are limited, since refrigeration is required. The instant orange drink requires no refrigeration.

Mr. Rossi says grocery stores mostly display the new product next to Tang, which contains no orange juice, and he expects synthetic drinks to be most affected by competition from the product.

Tropicana officials also are hoping to find acceptance for the pushbutton drink in foreign countries, in military installations and perhaps in college dormitories.

"They don't have refrigerators in lots of dormitories, but they always have a cold water fountain," says Ed Price, exec vp of Tropicana.

■ Tropicana, the biggest producer of chilled citrus juices, is expending additional research on the pressure-can idea, and plans to market lemonade, limeade, grapefruit, pineapple-grapefruit and grapefruit drinks in this form next summer. #

Display-maker hits market first with Air Express

How do you get chic new mannequins like this to stores on time for high-fashion displays? Zaria Displays ships them the fast, convenient way . . . by AIR EXPRESS direct from warehouse to store window! Zaria knows that "kid-glove" AIR EXPRESS handling makes elaborate packaging unnecessary. The market for your products too—parts, perishables, valuable papers or brand-new lines—is only a phone call away. And you can ship the whole country over at low cost. AIR EXPRESS assumes all responsibility door-to-door. Naturally more businesses than ever that think FAST . . . think AIR EXPRESS first!

AIR EXPRESS

The Seattle Times

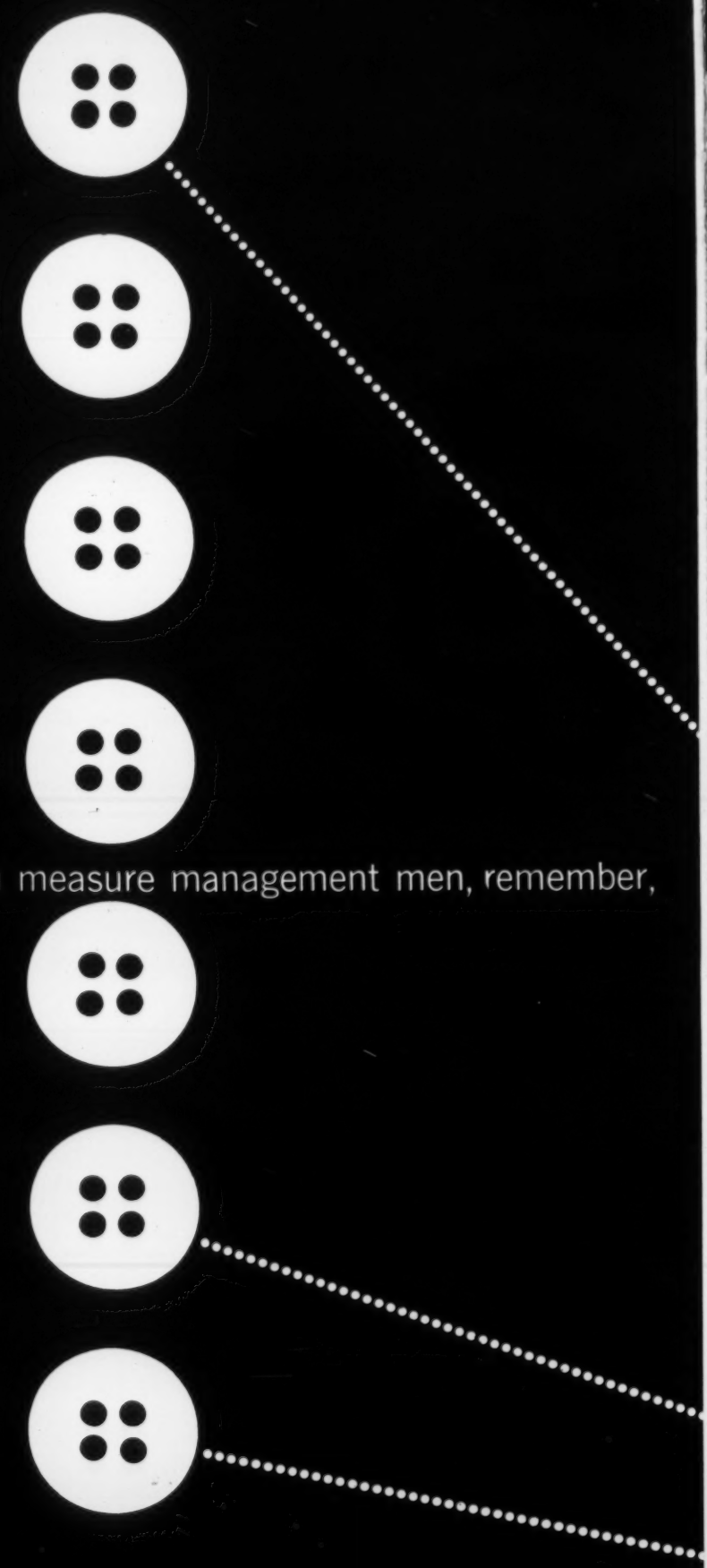
wraps up Seattle's buying families in a single package!

Wrap up BUSY Seattle for your product—in The Seattle Times.

Readers of The Times believe in their newspaper, and buy from it with confidence. No other medium ties such a neat bow around this prosperous market. We'll be pleased to gift wrap Seattle for you!

The Seattle Times
SEATTLE'S **ACCEPTED** NEWSPAPER

Represented by
O'Mara & Ormsbee, Inc.
NEW YORK • DETROIT • CHICAGO
LOS ANGELES • SAN FRANCISCO
Member Metro Sunday Comics, Metro Rotogravure Group and Farwest Rotogravure Group



When you measure management men, remember,

it's quality of mind that counts

Rich man
~~Poor man~~
~~Beggar man~~
~~Thief~~
~~Doctor~~
Lawyer
Merchant chief

Playing "rich man, poor man, beggar man, thief" is a luxury most industrial advertising budgets can't afford. You must go directly to the heart of the market. And you must address yourself to the management men who can do something about your product or service.

You want your advertising to be right on the button. Fortune concentrates at the levels of middle and top management where sales are made and okayed.

That's why advertisers tell us that . . .

FORTUNE gets results.

YOUR ad DESERVES
the Columbus DISPATCH

Your client has a hot product . . . you've turned out a hotter campaign! Don't waste this combination on a second-rate advertising medium in a bogged-down market! The DISPATCH is read in 4 out of 5 homes daily in the BIG, BUYING CENTRAL OHIO MARKET! Check the facts and figures yourself . . . you'll see that The DISPATCH is the only right choice in Columbus!

Representatives:
O'Mara & Ormsbee, Inc.

Optional combination rate with the morning Ohio State Journal now available.

The Columbus Dispatch

You Ought to Know . . . W. R. Farrell

William R. Farrell, the new board chairman of Audit Bureau of Circulations, has the perfect mental attitude for a man taking over such a position. As an adman with a strong background in research, he is convinced that no one can compare apples with oranges, or more specifically, audited paid circulation with ratings of tv shows.

W. R. Farrell

"Speaking as an advertiser, I hope that the radio and tv fields will come up with a system comparable to audited, verified paid circulation as provided by ABC," Mr. Farrell said. He is director of marketing services of Monsanto Chemical Co.

"No one is satisfied with data from the broadcast field," he continued. "You would think that the broadcast field would accept this situation as a challenge and do something about it."

■ He admitted that radio and television are effective ad media to sell products but he argued that "broadcast field data does not have the same validity as ABC reports."

One of the touchiest issues facing him and the ABC board, Mr. Farrell said, is the proposal asking ABC to audit and give occupational breakdowns of the unpaid circulation of business publications. Such a resolution was approved by advertiser and agency members of ABC at the annual meeting two weeks ago (AA, Oct. 26).

"I was present at that meeting, and the vote was unanimous," Mr. Farrell said. "The board will give serious consideration to this proposal and also to other resolutions which were enacted at the annual meeting."

Mr. Farrell is convinced that ABC must provide advertisers and agencies with additional and more useful data on the circulation and coverage of member publications. "We must keep pace with the total marketing concept now adopted by most companies," he said. He praised the organization of a marketing services committee by ABC as a step in the right direction.

■ Mr. Farrell, 52, was born in Munising, Mich., and is a graduate of the University of Michigan. He entered the ad field in 1933 as a field man with A. C. Nielsen Co.

He served as a vp, director of research and account executive at Benton & Bowles from 1943-45; a partner and account executive with Kastor, Farrell, Chesley & Clifford (now Kastor, Hilton, Chesley, Clifford & Atherton) from 1945-47; and 1st vp and account executive with Ward Wheelock Co. from 1947-54.

The ABC chairman joined Monsanto Chemical in 1954 as manager of advertising, and was named director of advertising in 1955. He was promoted to his present position—a new post—early last month (AA, Oct. 12).

He is a resident of Ladue, a St. Louis suburb; he and Mrs. Farrell have three children. He lists golf as his favorite pastime.#

Account Team Follows Chase and Andy Hewitt to Compton

The account team servicing Chase Manhattan Bank at Kenyon & Eckhardt, New York, will move over to Compton Advertising with the account. The team includes Reginald Pierce, vp and account supervisor; Deane Coords, copy supervisor; and William Baldwin, art director.

Chase Manhattan's institutional, international and trust department advertising—totaling $800,000—moves into Compton next Feb. 1. It follows the move made by Anderson F. Hewitt from K&E to Compton (AA, Oct. 26). Chase Manhattan continues to employ four other agencies: Ted Bates & Co., retail advertising; Albert Frank-Guenther Law Inc., trade advertising; Doremus & Co., financial statements, and Joseph F. Callo Inc., local branch advertising in neighborhood newspapers.

Benton & Bowles Names 3 VPs

Benton & Bowles, New York, has elected Harold Miller, Jack Bernhardt and Michael Turner vps. Mr. Miller is associate media director. Mr. Bernhardt and Mr. Turner are account supervisors.

The Globe
gets Boston coming or going

Figure it out for yourself. More people read The Globe in Boston than any other newspaper. Because the morning and evening editions are substantially the same (only the hard news changes, the features don't), there's little or *no self-duplication*. What readers you don't get in the A.M., you're bound to get in the P.M. The Globe reaches more homes than any other Boston newspaper. Young buying families read it. People of influence read it. People on the go read it. Just remember: if you want to sell Boston, it pays to use Global strategy.

The Boston Globe
puts the world at your fingertips

Morning
Evening
Sunday

HAMMERMILL OFFSET FORGES A STRONG LINK IN YOUR SELLING CHAIN

If you want printing with real sell, your artwork, typography and plates must be sharp and clear. The links that tie these together are the printer's skill and the paper he uses. Many skillful printers like Hammermill Offset's smooth, level surface, its correct moisture content, superior opacity, and strength. They know it is great for full color work. For black and white, too.

YOUR PRINTING WILL WEAR BEAUTIFULLY ON HAMMERMILL OFFSET

Printing on Hammermill Offset keeps selling a long time. That's because Hammermill's strong Neutracel* fibers cheerfully resist rough and careless handling. Hammermill Offset's youthful white stays clear and bright. Inks stay sharp and colorful on its level surface. You can have these advantages in 8 finishes and 7 attention-getting colors in vellum when you ask for Hammermill Offset. This specimen printed by offset on substance 70, Wove finish on a 38 x 54 two-color press. Sheet size 27 x 40, 8 up. Speed 3000 an hour. Copperized aluminum plates. Colors printed yellow, blue, black, red. Hammermill Paper Company, Erie, Pennsylvania.

Ad Council Gets Better Hollywood Cooperation: Ebel

LOS ANGELES, Nov. 3—The cooperation of the television film industry with Advertising Council campaigns has improved notably since the formation of the Hollywood Radio-TV committee five years ago, Edwin W. Ebel, vp of advertising of General Foods, told council directors here last week.

As a result of the work of this committee, headed by Walter Bunker, Young & Rubicam, messages of the council on film programs increased from 164 in 1955 to 755 in 1959, Mr. Ebel said.

He observed that with the increasing use of film, there are a number of questions related to getting maximum cooperation:

1. How to get film producers back to using 20 seconds for messages, instead of 10 seconds, which is too short.

2. How to get more stars to deliver messages.

3. How to get more nationally known people to appear on shows for campaigns. Such people can enhance the prestige of sponsors and programs.

4. How to get filmed series to adopt the principle of cutting every fifth program to provide time for messages.

■ Mr. Ebel expressed thanks to the Screen Actors Guild for its help in getting waivers for actors appearing for campaigns. He also said Columbia Broadcasting System had done a fine service with its recent program "Sword & the Quill," which covered activities of the council and featured the Better Schools campaign.

He said that many advertisers are supporting the "one in five" principle, but they represent only enough for major campaigns. The council has more requests for support from worth while activities, and these are covered in a radio-tv bulletin which is sent out to request time allocations in addition to regular allocations for council campaigns.

■ Another special report was made by Edward F. Royal, Security First National Bank, co-chairman of the host committee. The report was for Project: Los Angeles Fire, a special 10-day campaign tying in with the forest fire prevention drive and the council's visit to Los Angeles.

Media cooperation in the project was unequaled, he said. Together, Pacific Outdoor and Foster & Kleiser have put up more than 700 outdoor boards and spectaculars devoted to the forest fire campaign; all radio and television stations in the area used messages on the campaign, and added reference to the Advertising Council meeting here; all major newspapers carried stories and special editorials welcoming the council.

Mr. Royal also called attention to the copy of ADVERTISING AGE at each seat, pointing out it contained the special insert by Pacific Outdoor, announcing a contest tied to the forest fire prevention campaign, offering a round trip to Paris to the winner. #

Grey Names Howard, Kahn

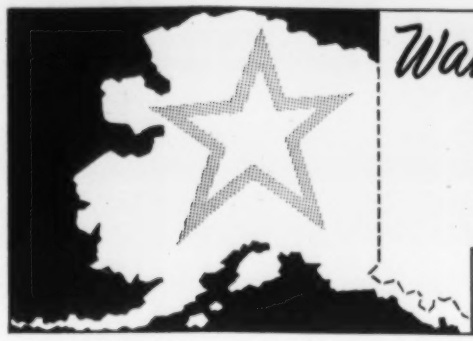
Alfred Howard, formerly in the copy department of Ted Bates & Co., has joined Grey Advertising Agency, New York, as a copy group head. Bernard D. Kahn, an associate copy director of Grey, has been elected a vp.

GM Reports $8.8 Billion Sales

General Motors Corp. earned $725,000,000 on sales of $8.8 billion during the first nine months of 1959. Sales were the highest since 1956. GM plants throughout the world produced 3,084,818 cars and trucks during the first nine months of the year, a gain of 32% over the comparable 1958 period; of this total, 2,419,617 were produced in the U.S.

Paul Kuzma Moves to Wexton

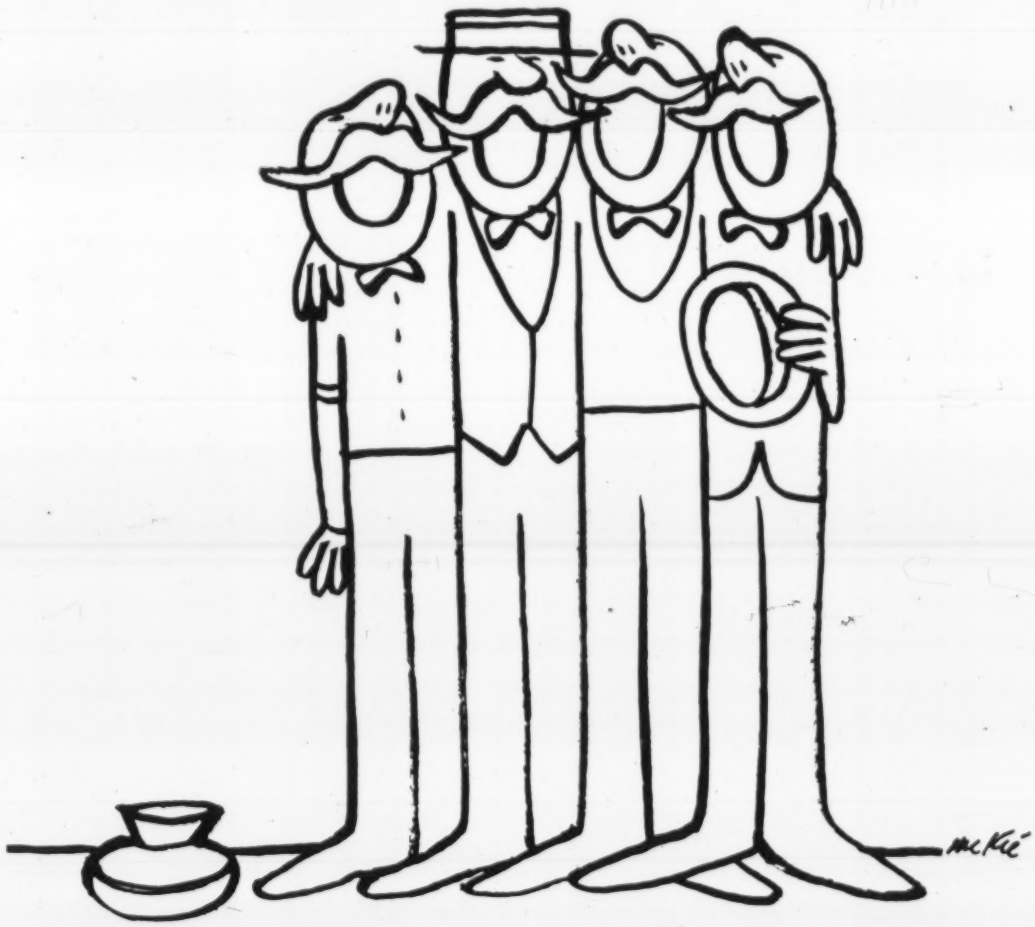
Paul Kuzma, formerly with Smith/Greenland Co., has joined Wexton Co., New York, as executive art director.



Want to Sell ANCHORAGE?

Your ad in *The Anchorage Daily Times* is the way to reach *—and sell—*the people of this important Alaskan city. Call your West-Holliday man and stake your claim in the rich Alaska market. Ask, too, about *The Ketchikan News* and *The Fairbanks Daily News-Miner.*

REPRESENTED BY
WEST-HOLLIDAY Co INC
NEW YORK · CHICAGO · DETROIT · DENVER · LOS ANGELES · SAN FRANCISCO · PORTLAND · SEATTLE



Can they all sing your commercial?

Like any good barber shop quartet, four men also have got to be in tune in the building industry.

The architect carries the melody, ably supported by the engineer. Then the contractor must come in on key. That man on the end singing bass is the building client, and if he doesn't have the pitch, you're in trouble.

All buildings start with the client. Since he, in essence, is "buying" a building which his company or organization needs, he is directly involved in its financing, design, construction—or expansion and modernization.

As the building market continues to grow, so, too, will the number of building clients grow. And Architectural FORUM is the only magazine that has clients. In fact, FORUM is the only magazine whose growth keeps pace with the building industry itself.

With the biggest circulation in the field – 60,000 – FORUM alone is edited for and read by the kind of building customers you must reach and influence. Just how important are they in building decisions? Here's one indication:

Of FORUM's 21,000 client subscribers — 89% are concerned with building matters within their companies, and 57% of these companies have annual gross sales of $500,000 or more.*

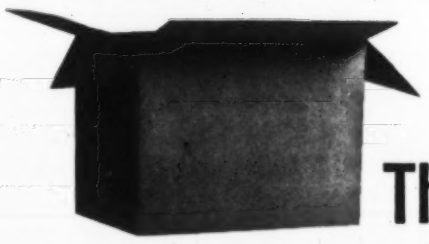
Only FORUM can sing this song:

FORUM

delivers the entire specifying and buying power of the building market.

*Source: The new FORUM Census, "Portrait of the Building Client." Write for a copy. Architectural FORUM, 9 Rockefeller Plaza, New York 20, New York.

GROCERY PRODUCT
ADVERTISERS PACKED
THE OCTOBER 17 ISSUE
OF THE POST WITH FAR
MORE DOLLARS THAN
ANY ISSUE IN HISTORY



The October 17 Post was a tasty issue:

Biggest revenue issue ($4,000,000) in history!

Biggest grocery-products revenue issue ($1,300,000) in history—$900,000 gain over like issue last year!

13 new grocery-products advertisers in this issue!

100,000 food stores tied in with Post advertisers in this issue!

In the first half of 1959, Post circulation grew 8 times faster than Life's!

The Post sells twice as many copies in food stores as Life and Look *combined!*

The Post has more than 15,000 combination magazine and product display bins in food stores throughout the country!

An issue of the Post gets as many repeat exposures to women as Life and Look *combined!*

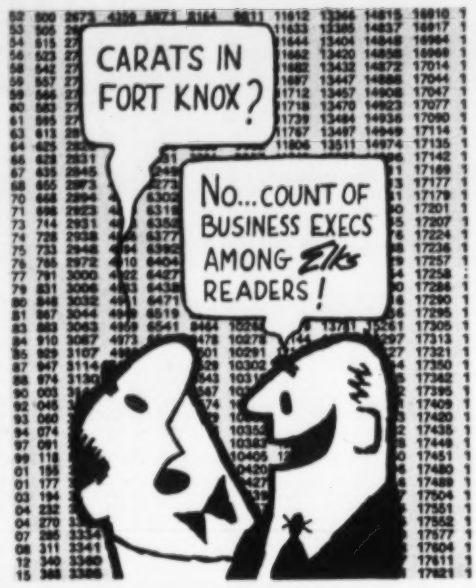
Readers turn and return to your ad page in this issue more than 29 million times! That's Hi-Frequency Ad Page Exposure!

The Post is the fastest-moving magazine in the general-weekly field! Know why? Robust vitality, that's why!

A CURTIS MAGAZINE

The Saturday Evening **POST**

Sell the Post-Influentials ... with HI-FREQUENCY Ad Page Exposure!



Elks has the highest percentage of business owners and officials of all men's magazines in the latest Starch Report—35.2%. Only 1 magazine of all 53 surveyed tops ELKS in this category.

Top occupational status accounts for ELKS high median income of $7220 . . . and explains why ELKS leads more ownership classifications than any other men's magazine reported.

This unmatched audience of businessmen is reached best by advertising in The ELKS Magazine. Contact your local ELKS representative for details, or write for our booklet—"The ELKS Market."

THE Elks MAGAZINE

New York, 386 Fourth Ave.
Chicago, 360 N. Michigan Ave.
Los Angeles, 1709 W. 8th St.

YOU MAY NEVER LIVE TO BE 123*—

BUT... You Don't Have To, To Get RESULTS In Kalamazoo-Grand Rapids!

NSI SURVEY—KALAMAZOO-GRAND RAPIDS AREA
(July, 1959)
STATION TOTALS FOR AVERAGE WEEK

	HOMES DELIVERED		PERCENT OF TOTAL	
	WKZO-TV	STATION B	WKZO-TV	STATION B
Mon. thru Fri.				
9 a.m.-Noon	58,900	24,100	70.9%	29.1%
Noon-3 p.m.	58,900	36,100	62.0%	38.0%
3 p.m.-6 p.m.	53,000	32,400	62.0%	38.0%
Sun. thru Sat.				
6 p.m.-9 p.m.	107,600	63,100	63.0%	37.0%
9 p.m.-Midnight	118,200	54,500	68.0%	32.0%

A glance at the record tells you why WKZO-TV spreads the good word for your product *faster* and *farther* than any other medium in the Kalamazoo-Grand Rapids area.

WKZO-TV delivers 116% more homes (see NSI Survey at left) than Station "B," Sunday through Saturday (9 p.m.-midnight). The 9-County ARB Survey (April 17- May 14, 1959) covering 300,000 TV homes gives WKZO-TV an overwhelming lead in popularity—No. 1 spot in 74.6% of all quarter hours surveyed!

Remember—if you want all the rest of outstate Michigan worth having, add WWTV, Cadillac, to your WKZO-TV schedule.

*Oldest age contended by a U.S. citizen is 123 years, 42 days for Mrs. Belle H. Rymes who died April 15, 1934.

AM—TV—FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER
Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

William R. Farrell, director of marketing services of Monsanto Chemical Co., and newly elected board chairman of the Audit Bureau of Circulations, recently shot a hole-in-one while golfing at Old Warson Country Club, St. Louis . . .

Bill Dahlman, group marketing director of Revlon, is $56,000 richer: He held a ticket on Anthelion, second place winner in the Irish Sweepstakes. He bought his stub under the name, "We Five," in honor of his five offspring, the youngest of whom, John Michael, arrived Sept. 20 . . .

Helen Rose Ruch, account supervisor of Ketchum, MacLeod & Grove, Pittsburgh, has sold an article, "Hobbies to Help Children Grow," to *Better Homes & Gardens.* The story is based on her experiences with her young daughter Karen, a junior art collector . . .

An advertising wedding celebrated recently was that of **Lynn Thodt** of Leo Burnett Co., Chicago, and **Willard Hadlock** of the Chicago advertising staff of *Parents' Magazine.* Willard is a son of **George Hadlock,** ad manager of *Parents'* . . . Also in Chicago, announcement has been made of the engagement of Judith Anne Tatham, daughter of **Arthur Tatham,** board chairman of Tatham-Laird, to Thomas Brewton. Nov. 14 is the date . . .

Ben Duffy, vice-chairman and former president of BBDO, received the first annual George Buck award of the Catholic Actors Guild at the guild's yearly ball Oct. 30. The award, a gold medal depicting St. Genesius, patron saint of actors, was presented to Ben for his "outstanding Catholicism and assistance to those in the theatrical and entertainment field" . . .

A black-haired 6 lb., 8 oz. colleen named Erin Anne arrived Oct. 23 in the household of **Jim O'Gara,** senior editor in the New York office of Advertising Age. This is the third child for the O'Garas, and the second girl . . .

ABOARD THE BREMEN—*En route to New York are (left to right) Jay Henricks, manager, market development, Time Magazine; Mrs. Harry L. Bird; Mrs. Henricks; Harry L. Bird, who retired as vp, plans and copy, Applegate Advertising Agency, Muncie, Ind., Nov. 1.*

New honors: **William Benton,** co-founder of Benton & Bowles, has been named an honorary alumnus of the University of Bridgeport and presented with a special "Alumnus of the Year" citation. As sponsor of the William Benton Matching program he'll match a proportion of funds contributed by UB alumni over last year . . . **Franklin D. Schurz,** head of the *South Bend Tribune,* is the winner of the annual University of Minnesota award for distinguished service in journalism . . . **Laurence W. Lane,** *Sunset* publisher, and **John D. Entenza,** head of *Arts & Architecture,* have been awarded the distinguished service citation of the California Council of the American Institute of Architects . . .

Harley L. McDevitt, eastern ad manager of the *National Geographic Magazine,* was guest of honor at a company dinner commemorating his 25 years of service. **Sam Riklin's** 10th year with Pitluk Advertising Co., San Antonio, brought him a gold watch from the agency . . .

Robert J. Gunder, ad manager of Hamilton Watches, sings the praises of Grand Cayman, an island south of Miami, in an article, "Something in the Middle of Nowhere," published in the November issue of *Town & Country* . . .

Versatile BBDOers: **Gene Piccano,** in consumer group research, directed the Clifton, N. J., Community Players in a recent production of "The Velvet Glove"; now has them working on "The Show-Off" . . . **Lloyd Day,** in BBDO's copy department, authored a recent cover story for "The Mark," a community magazine of Norwalk, Conn., and took the cover photo too. He also edits "The Showcaser," publication for a Darien theater group . . . **Jim Nolan** has resigned from the agency's art department to get his master's degree in science at Cornell. In June he'll begin teaching as a lab instructor while working toward his doctorate. He hopes eventually to teach ornithology . . . **Iris Markham** has left the agency's tv department to continue her studies in dramatic arts at Adelphi College . . .

John Burgoyne, president of Burgoyne Grocery & Drug Index, Cincinnati, and Ethel Schenck have announced their engagement . . . On Oct. 29, **Maureen Toomey,** on the creative staff of Lambert & Feasley, was married to **William Hillpot,** vp of Video International Productions . . .

The National Defense Resources Conference, held in Manchester, N. H., the last half of October, was under the direction of **Col. Peter J. Agrafiotis, USAFR,** head of his own New Hampshire agency. The assignment of conference administrator required him to go on active duty for 90 days, and just prior to that he spent two weeks in Washington on active duty for the Office of Information Services . . .

James L. Wichart, ad director of De Soto, was one of six Hillsdale College alums given awards at the college's Achievement Day the end of October. He also conducted a forum on advertising for marketing students . . .

Inside Los Angeles there's a Hidden City* and...

A MILLION YOU'RE MISSING

if you're not in The Mirror News

How's a dog's life in Hidden City?

Not bad . . . because the family he belongs to is a pretty happy one. The father is probably on his way up in a well-paying occupation—83% of Hidden City dads earn $4,000 or more. The mother most likely is a young woman (more than half the mothers in Hidden City are 39 or under). And the dog's young master has many playmates since Hidden City parents have 428,888 children—more children per family than the homes reached by any other Los Angeles metropolitan weekday newspaper. All in all, the 310,260 Hidden City families are a growing, lively group . . . and they spend $1½ billion annually to enjoy good living. The best way to reach the giant Hidden City market is through their family newspaper, The Mirror News—for 4 out of 5 of the million Mirror News readers never look at another metropolitan weekday newspaper.

***It's bigger than St. Louis** . . . or Dallas, Seattle, Cleveland, Pittsburgh, San Diego, Milwaukee, and a lot of other big cities you'd never dream of overlooking.

4 OUT OF 5 HIDDEN CITY FAMILIES READ NO OTHER WEEKDAY METROPOLITAN PAPER

Big Shopping Center Open

MIRROR NEWS

RECORD GROWTH SEEN IN LOS ANGELES AREA

Good Day Predicted Today

LOS ANGELES EVENING
MIRROR NEWS

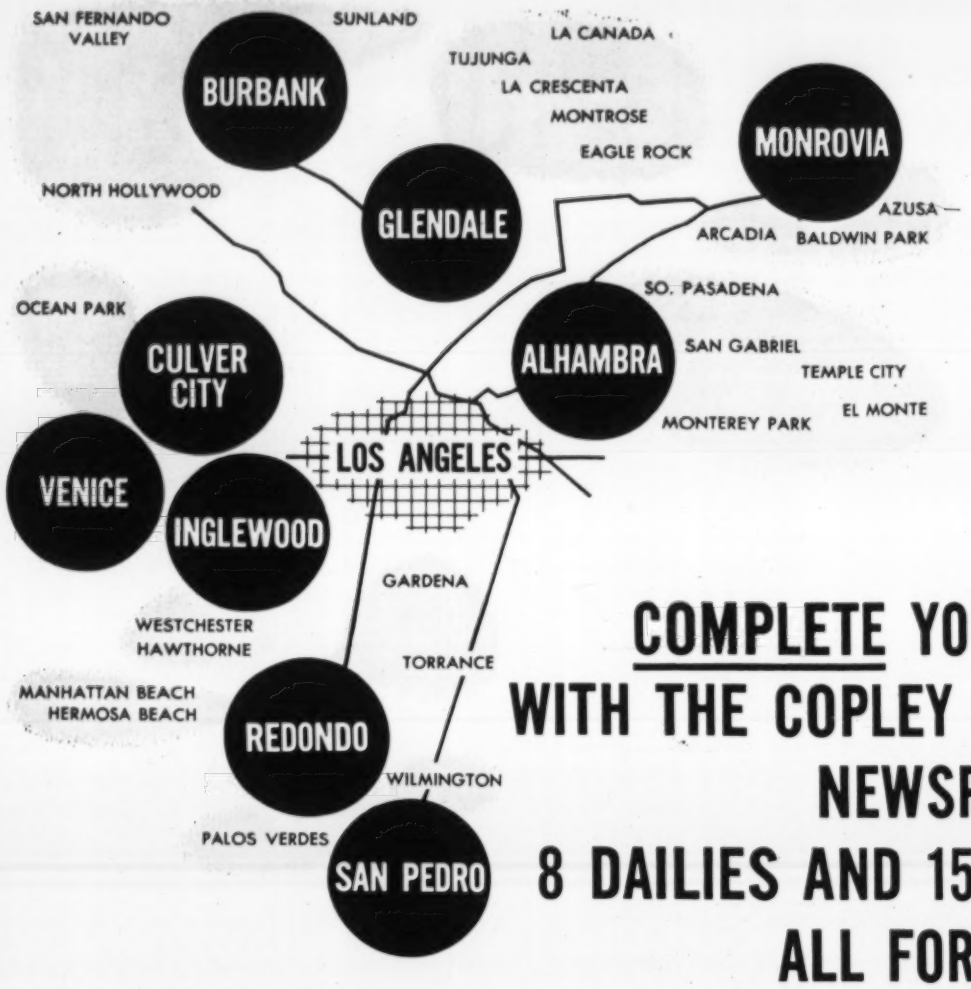
Represented by O'Mara & Ormsbee,
New York, Chicago, Detroit, San Francisco

Grant Adds Dodge Group

A new Dodge dealer advertising group in Washington, D.C., has named Grant Advertising, New York, to handle advertising and public relations for the 1960 Dodge and Dodge Dart. Grant now handles more than 30 Dodge dealer groups across the country. Grant has named Fred Roth, an account executive on Chris-Craft Corp. and the Bahamas Development Board in the Miami office, a vp.

Ruth Laguna Joins DMAA

Ruth Lowen Laguna has joined the Direct Mail Advertising Assn., New York, in charge of its library, information and placement services. She was formerly with her father's company, Walter Lowen Placement Agency, managing it from 1957 until last July when it was dissolved.



COMPLETE YOUR COVERAGE WITH THE COPLEY LOS ANGELES NEWSPAPER GROUP: 8 DAILIES AND 15 WEEKLIES... ALL FOR $1.38 A LINE

ALHAMBRA POST-ADVOCATE
- El Monte Post-Advocate
- Alhambra Post-Advocate Shopper

BURBANK DAILY REVIEW
- Burbank Review Shopping News

CULVER CITY STAR-NEWS & VENICE EVENING VANGUARD
- Culver-Palms Advertiser
- Mar Vista Advertiser
- Venice Advertiser
- Baldwin Hills Advertiser

GLENDALE NEWS-PRESS
- Glendale News-Press Shopper

INGLEWOOD DAILY NEWS *
- Hawthorne Citizen
- Lennox Citizen
- Westchester Citizen

MONROVIA DAILY NEWS-POST
- Monrovia-Duarte News Advertiser

SOUTH BAY DAILY BREEZE (Redondo Beach, Hermosa Beach, Manhattan Beach)
- South Bay Breeze Advertiser
- South Bay Breeze Peninsula Advertiser

SAN PEDRO NEWS-PILOT
- San Pedro News-Pilot Advertiser

* Included in the Group Buy, but not members of the Copley organization

Only the Copley Newspaper Group can give you complete coverage of these important segments of the sprawling Greater Los Angeles market.

One order — at one discounted rate — buys the entire Copley Los Angeles Group: 8 dailies and their 15 supplementary weeklies, with a total circulation of 444,823.*

These "hometown" newspapers reach Los Angeles families where they live, read, react, and buy. And the complete Copley Los Angeles Group is yours with one order, one billing, one rate: $1.38 a line. You save 31% as compared with total individual rates, and you get saturation coverage of 31 key communities. Strong merchandising support, too!

For the details of this group buy, ask any office of the WEST-HOLLIDAY CO., INC.

* Circulation total includes 106,722 ABC Daily Paid; balance Guaranteed Controlled Circulation.

"The Ring of Truth"

COPLEY NEWSPAPERS

THE GREATER LOS ANGELES GROUP

RURAL—*Willys Motors Inc., Toledo, is using a series of six pages in California Farmer, Farm & Ranch, Farm Journal (western edition), Successful Farming and the Western Farm Paper Unit to promote its Jeep vehicles.*

Alcoa Names Hunt to New Ad Post, Boosts Sharp, Ellis

PITTSBURGH, Nov. 3—T. M. Hunt, advertising manager since 1955 of Aluminum Co. of America, has been named to the new post of general manager of advertising and promotion.

T. M. Hunt

In two other top-level advertising appointments, Alcoa has named Jay M. Sharp manager of general advertising and William S. Ellis Jr. advertising promotion manager to succeed Mr. Sharp.

Mr. Sharp has been with Alcoa since 1943. Mr. Ellis, with the company since 1945, formerly was manager of residential building product sales. Arthur P. Hall, vp in charge of public relations and advertising, said the appointments are an outgrowth of Alcoa's expanding program of advertising and promotion. #

Jay M. Sharp

William S. Ellis Jr.

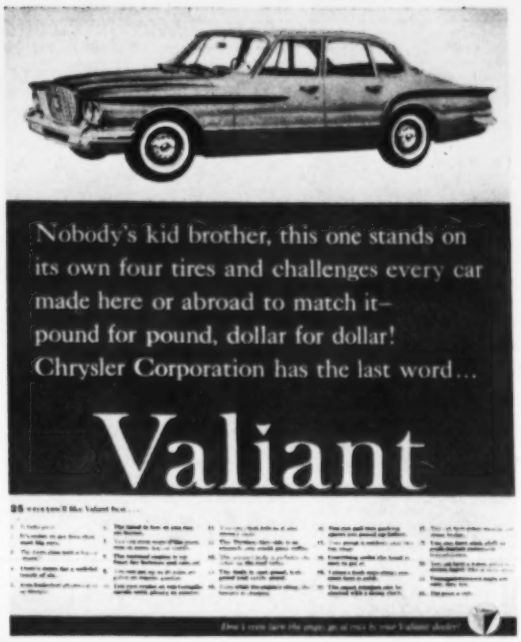
Pidgeon Selling Fences

Walter Pidgeon Steel Products Inc., Bala Cynwyd, Pa., has started a campaign for a line of steel fencing known as Walter Pidgeon Estate Fences. Newspaper advertising has already broken in New England and New York and magazine advertising is scheduled for *Life, Look, Reader's Digest, The Saturday Evening Post* and other publications which have not yet been decided upon. The initial budget is reported at less than $500,000 but it is hoped it will reach $2,000,000 by the end of 1960. Richard A. Foley Advertising, Philadelphia, handles the account. Mr. Pidgeon said this venture will in no way interfere with his acting career.

Leo Harrington Promoted

Leo A. Harrington has been appointed creative director of Hoag & Provandie, Boston. Mr. Harrington joined the agency in 1954.

The cigarette is Lucky Strike.
The taste is unforgettable.
Get the honest taste of a LUCKY STRIKE



Nobody's kid brother, this one stands on its own four tires and challenges every car made here or abroad to match it– pound for pound, dollar for dollar! Chrysler Corporation has the last word...

Valiant

USS

GE

DU PONT
REG. U. S. PAT. OFF.

"A new moisture secret makes our Country Kitchen Recipe Cakes melt in your mouth like homemade butter cake!"

"There is no such thing as hard sell or soft sell—there is only smart sell!"

Strength wherever you look

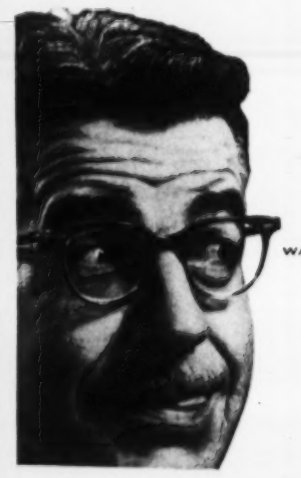
BBDO

Batten, Barton, Durstine & Osborn, Inc.

ATLANTA BOSTON BUFFALO CHICAGO CLEVELAND DALLAS DETROIT HOLLYWOOD LOS ANGELES
MINNEAPOLIS MONTREAL NEW YORK PITTSBURGH SAN FRANCISCO SEATTLE SYRACUSE TORONTO

WATCH THE WOMEN GO BUY

watch the women go BUY



✻ The retailer watches the women go buy every day. Experience tells him which is the resultful medium... and year after year in Portland he spends most of his advertising budget in The Oregonian. He knows The Oregonian is the active newspaper with the re-active audience, the one medium that's big as all Oregon.

✻ *How big is the Oregon retail market? Almost $2½ billion annually. That's double Boston and triple Kansas City!*

The Oregonian
Portland, Oregon

Leads in retail advertising—by Far!

Largest circulation in the Northwest
242,035 Daily • 306,014 Sunday

Represented Nationally by Moloney, Regan & Schmitt

Sources:
S.M., 5/10/59; ABC Pub. Stmt., 6 mos. ending 3/31/59

More Than the Crumbs...

Weeklies Beef Up Information Effort Shooting for Bigger Slice of Ad Pie

'59's Ad Volume Climb to $28,000,000 Still Puts Total Below '55 Figure

NEW YORK, Nov. 3—Weekly newspapers, long regarded as backshop operations managed by suspender snapping, country bumpkin publishers, are coming into their own as a prime ad medium.

According to Warren E. Grieb, general manager of Weekly Newspaper Representatives, a selling organization which represents nationally some 7,200 of the country's 8,000 weeklies, the management of today's weekly newspaper is generally younger, more business minded and more advertising oriented than ever before.

Mr. Grieb, who by reason of his extensive client list conducts a kind of unofficial "bureau of advertising" for the weeklies, told ADVERTISING AGE that the weekly newspaper should no longer be regarded as a secondary ad medium, getting the crumbs after other print and broadcast media finish slicing up the national advertising pie.

■ But while the industry image is changing for the better, weeklies still face some formidable problems: (1) The competition of other media—daily newspapers, magazines, radio and tv; (2) the belief of advertisers and agencies that advertising in weeklies is too costly and (3) money.

The competitive problems posed by big spending mass media are, of course, obvious. Nearly all the various media, particularly the metropolitan daily newspapers, claim blanket coverage in areas in which the weekly newspaper operates. And all these media offer advertising at considerably lower cost than the average weekly.

But Mr. Grieb feels advertisers and agencies should recognize that weeklies have one important selling point other media lack—local impact and extremely high readership. He points to various studies made by independent agencies (Advertising Research Foundation, Rutgers University, etc.), which place readership of weekly editorial matter as high as 90% and of advertising as high as 70%. Readers of weeklies, Mr. Grieb contends, are more interested in Joe Doak's broken leg than they are in sputnik, and more receptive to ads from the local auto dealer than they are to ads run by the Detroit makers. "In what other media do you get that kind of readership?" he asks.

■ "But the thing that really hurts us," he says, "is the guys with the slide rules—who insist on making comparisons, and who keep on using the milline rate basis. After all, what's more important, the people who read the ad or the people who just see it?"

Mr. Grieb's concern over advertiser and agency preoccupation with milline rate and cost comparisons perhaps results from past demands for more information and for more hard facts—backed up by research—to justify what many agencies consider the high cost of weekly advertising (as much as ten times that of metropolitan daily advertising).

In the past, agencies have suggested four main areas in which weekly newspapers could stand improvement—information, personal merchandising, a review of the rate structure and maintaining good local editorial coverage.

Weeklies are making good headway in at least two of these areas—information and editorial coverage, Mr. Grieb said. On the information front, Weekly Newspaper Representatives, operating as a non-profit subsidiary of the National Editorial Assn. and handling 90% of the nation's weeklies, operates primarily as a selling organization. But almost 50% of its time, according to Mr. Grieb, is spent selling the "concept" of the weekly newspaper.

"We're 20 years behind the dailies in this area," Mr. Grieb said, "and the dailies have a $2,000,000 budget to maintain their Bureau of Advertising.

"We must not only sell space, we must also act as a bureau of advertising and as an information bureau for the entire industry. Another problem is selling publishers on selling themselves. This represents a very unwieldy situation, because about 500 weeklies change hands every year, and the new publishers have to be sold all over again."

■ While weeklies are moving ahead in the area of image making, other problems—notably, generally higher rates and lack of merchandising aid to the advertiser—continue to beset the industry.

The crux of the problem, said Mr. Grieb, is the tight profit picture among weeklies over the past five years. According to WNR estimates (there are no formal measurements of weekly newspaper volume), total weekly advertising income in 1959 was $190,000,000, of which $28,000,000 was derived from national advertising.

Based on 8,000 weeklies in the U. S., the average per paper income during 1959 is estimated at $26,000, of which only $3,500 came from national advertising.

The national advertising picture over the past five years is equally dim, with the 1959 estimate of $28,000,000 down $2,000,000 from an estimated $30,000,000 rung up by the weeklies in 1955.

■ Mr. Grieb said the drop is due to the general business slide in 1957 and 1958. From the $30,000,000 scored in 1955, weekly income from national advertising slipped to $28,000,000 in 1956; $22,000,000 in 1957, and to a low point of $20,000,000 in 1958. The $8,000,000 gain in 1959 is an indication that weeklies should do better next year, he said. #

Laurel Sues Metro for $7,500 on Rejected Ad

Laurel Advertising Inc. has filed suit in New York supreme court here seeking $7,500 in commission and costs on an ad which Metropolitan Sunday Newspapers rejected as "false and misleading." According to Arthur Wagner, attorney for the Laurel agency, Laurel placed an order for space in certain Metro newspapers in December, 1958, for a product for auto engines, which the agency claimed was first accepted and later rejected by Metro. In its answer, Metro said "the content of the advertising copy was false and misleading and placement thereof in defendant's publications would have caused those publications to be barred from the mails."

Ciba's Vincent Burgher Retires

Vincent A. Burgher has retired as vp in charge of sales for Ciba Pharmaceutical Products, Summit, N. J., after 32 years with the company. His duties have been assumed by Paul Roder, who is now vp in charge of marketing (AA, Oct. 26).

Wallach Views College Market

M. A. Wallach Research, New York, has formed a consumer panel covering 40 women's and 28 men's colleges and universities throughout the country. The panel will be used to check buying habits of college students.

IN CHICAGO, "VISITING FIREMEN" AND AD MEN IN-THE-KNOW HANG THEIR HATS AT THE SHERATON TOWERS

A survey of our register reveals about half our guests are in advertising or deal with advertising people.

Why so many? Well, 752 agencies and related businesses are within 5 short blocks. The Sheraton Towers is at the very heart of Chicago advertising.

You'll find conference rooms, convention rooms, restaurants, lounges, de luxe suites and rooms...all air conditioned.

Next time you plan to hang your hat on a Chicago hook, hang it at The Sheraton Towers. You'll be among friends.

SHERATON TOWERS

505 N. MICHIGAN AVE., CHICAGO 11, ILL. • WHitehall 4-4100
Michael T. McGarry, General Manager • Home of The Chicago Press Club

DAVENPORT-BETTENDORF, IOWA CORPORATE AREA NOW BLANKETS OVER 105,000 PROSPECTS

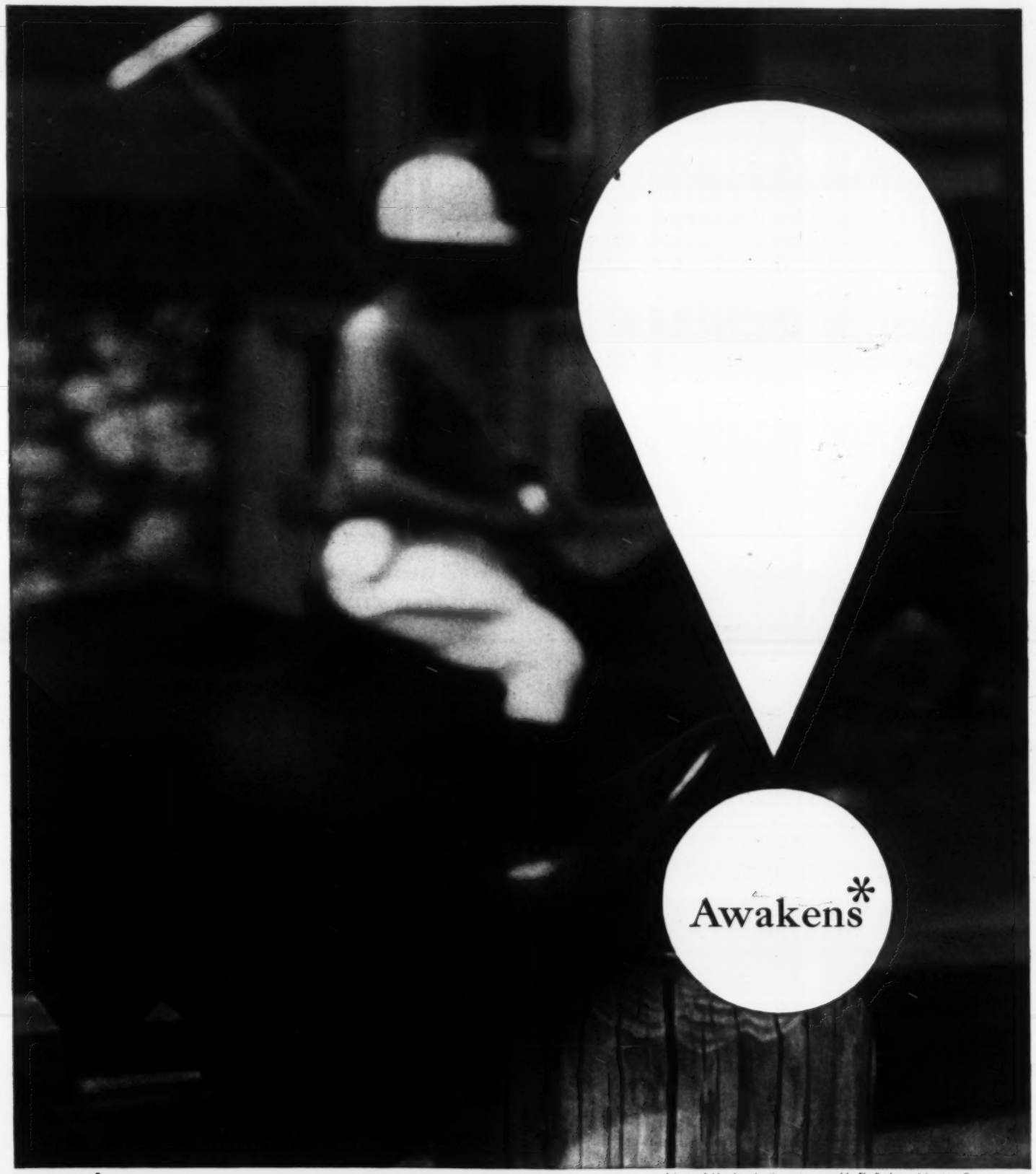
Only the Davenport Newspapers communicate with 100% of the teepees in this expanding Quad-City reservation . . . plus 100% of those in surrounding Scott County, Iowa, and a big wampum's-worth of Rock Island County, Illinois

DAVENPORT NEWSPAPERS

Circulating Davenport and Bettendorf, Iowa; Rock Island, Moline, East Moline, Illinois

Represented by Jann & Kelley, Inc.

©1959 Sales Management Survey of Buying Power



Johnston & Murphy advertisement prepared by The Rockmore Advertising Company

* "This new campaign in The New Yorker has been terrific . . . Opened new accounts . . . awakened dead accounts, including large ones . . . stimulated tie-ins in store displays . . . turned new style-ideas into a volume shoe . . . received many admiring comments from customers and retailers."

Duke Rose *V.P. Sales, Johnston & Murphy Division, General Shoe Corporation*

THE NEW YORKER MAGAZINE

BUY A KING-SIZE MARKET

EL PASO— CAPITAL CITY OF The Fabulous Southwest

FABULOUS SOUTHWEST
24 counties of West Texas and Southern New Mexico — these comprise one of the largest and richest areas of the nation with tremendous assets and resources offering great opportunities for development in almost every field of business activity.

The El Paso Times
Morning and Sunday
El Paso Herald-Post
Evening

TWO Separate Newspapers...ONE LOW RATE---BUYS BOTH!

Ineptitude of Some Agency Men Boosts Cost of TV Ads, Film Makers Charge

Mind Changer, Tardy Critic Are Among Guilty Types, Niles Asserts

CHICAGO, Nov. 3—Somewhere between 10% and 20% of agencies that produce tv ads are needlessly running up production costs for their clients through thoughtlessness, lack of preparation, mind-changing and a host of other faults, a panel of film makers charged last week.

The panel—Lee Blair of Film Graphics, New York; Fred Niles of Fred E. Niles Productions, Chicago, and Earl Klein of Animations Inc., Hollywood—made this assertion at a meeting of the Agency Broadcast Producers Workshop.

■ Mr. Blair, who said that about 20% of the agencies he deals with are guilty of these charges, criticized the production people in these agencies for treating film makers with an "I'm the brains and you're only the hands" attitude; this, he said, is at the root of much wasted time, money and effort.

Film makers have plenty of ideas about making ads and can contribute valuable cost-saving ideas if they're brought in on the planning, he said. This, he said, "would eliminate instances of nearly impossible (and hence costly) ideas being casually dreamed up by agencies, approved by unsuspecting clients and presented to film makers as unchangeable gospel."

■ Fred Niles, who estimated that perhaps only 10% of the agencies dealing with his organization initiate unnecessary costs, described the following types of "bad buyers" of tv film:

- The agency man who lacks real authority to speak for the client or the agency on matters of filming.
- The man who doesn't know enough about the filming operation to realize what can and what can't be done at reasonable cost.
- The man who wants to cut costs no matter how severely the quality is also cut. This man is ever vulnerable to the "we can do it cheaper!" appeal, he said.
- The mind changer, who ad libs costly changes on the spot during filming.
- The buyer who says nothing during the filming and makes his criticisms only after the work is done.
- The fast-bid asker who wants a quote within two hours on a job that can't, as a rule, be properly quoted on that quickly.

■ Mr. Klein, meanwhile, cautioned agency production people about incurring unnecessary expense to achieve unnecessary perfection. "Throwing out a whole film strip because there's a little speck in the corner of frame 278—particularly when the thing doesn't even show up on tv—is an example of unnecessary perfection," Mr. Klein explained.

"Perfection is a fine thing to work toward," Mr. Klein said, "but it should be perfection where it counts—perfection in the sales message."

During a question period, Mr. Niles was asked why Chicago film makers are noted for making fair, mediocre or good but never excellent films. To this Mr. Niles answered that Chicago film makers have the talent to produce films equal to the best, but they rarely get a chance to demonstrate it because buyers tend to do their big film buying on the East or West Coasts, using Chicago companies for small or rush jobs. #

Porter Sells Agency to Son

Robert F. Porter, president and general manager of Robert F. Porter Co., Winston-Salem, N.C., has sold the agency to his son, William C., who will become president and general manager. The younger Mr. Porter has been with the agency for four years. Robert Porter established his agency 14 years ago after 21 years with General Outdoor Advertising Co.

Financial Account to Coffey

Financial Counsellors, San Francisco, debt adjusting organization, has named Coffey & Co., Richmond, Cal., to handle advertising and public relations.

A unique Canadian marketing research study tells

How industry buys

'LONDON STUDY' *of industrial purchasing traces influences at work in making industrial sales*

THE unique industrial marketing research report, known as the London Study, has now been published in book form under the title *How Industry Buys, with conclusions and recommendations on marketing to industry.* The study probed in depth the industrial purchasing-selling process in Canada and was sponsored by the Business Newspapers Association of Canada and the Canadian chapters of the National Industrial Advertisers Association.

The study was directed by Dr. Donald H. Thain and Dr. D. S. R. Leighton, associate professors of business administration at the University of Western Ontario School of Business Administration and Charles B. Johnston, lecturer in business administration at the school.

Field interviews covered 36 companies representative of the Canadian industrial market—in the London, Ontario area—and examined the history from realization of the need to actual purchase of a large, medium and small purchase in each company. Graduate students from the university carried out the interviewing under the direction of the authors.

The London Study is the first detailed examination of the industrial purchasing-selling process ever made in North America and yields fascinating insights into the buyer-seller relationship.

It examines the impact of mechanized promotion and personal selling on the industrial buyer and traces the complex process of an industrial purchase through teams of buying influences inside and outside the purchasing companies.

Chapters on advertising, direct mail, distribution and other marketing factors discuss the quality of industrial marketing in Canada today. The 36 case-reports on the companies and purchases studied are published in detail in *How Industry Buys.*

In another section, the authors draw important conclusions and recommendations from the study which will be of great importance to everyone concerned with industrial marketing in Canada.

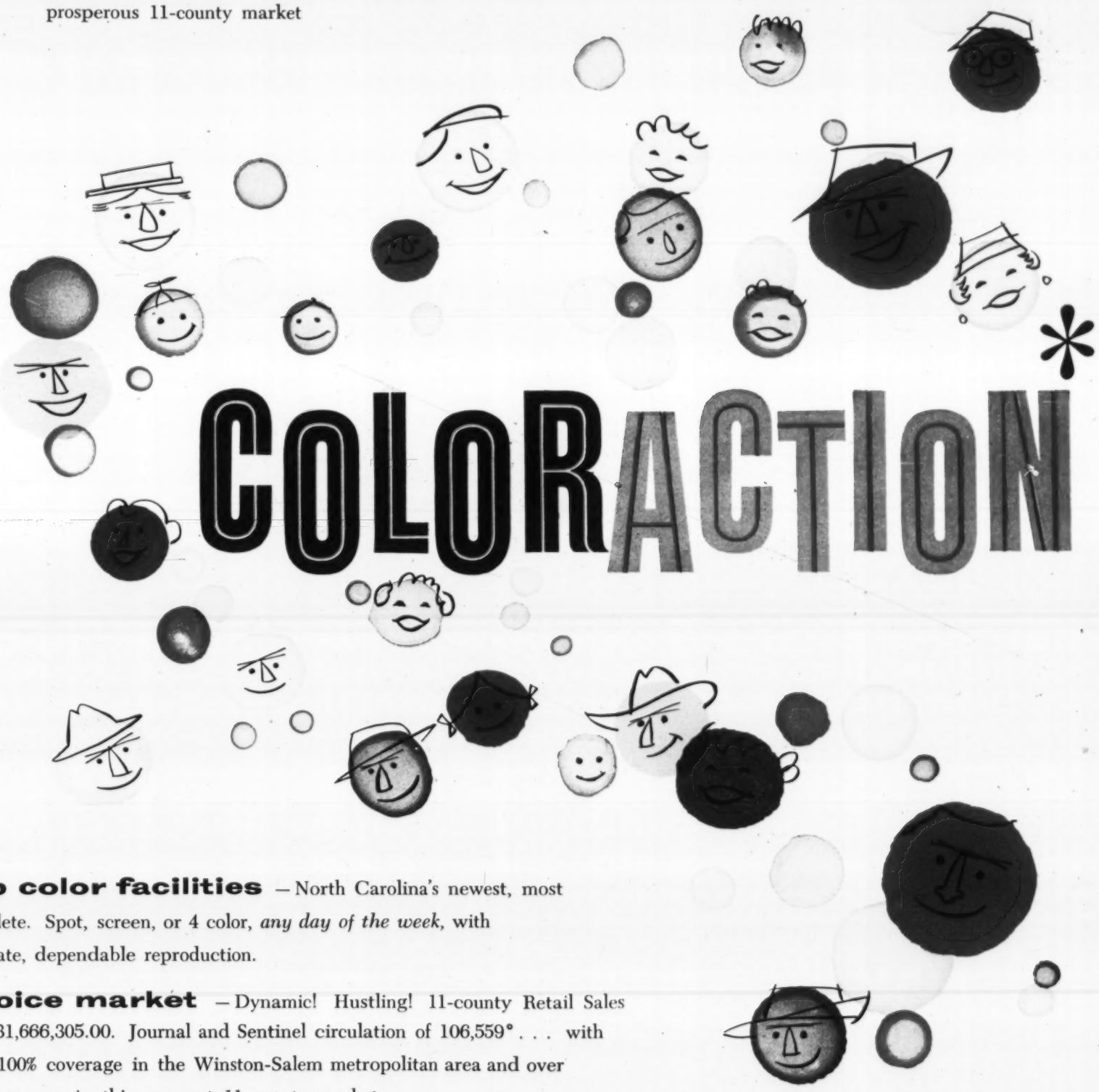
Senior executives, marketing management, advertising management and advertising agency staffs will find *How Industry Buys* an absorbing and penetrating examination of the most critical problems they face today.

Copies of the 270-page How Industry Buys report can be obtained from George Mansfield, Manager, Business Newspapers Association of Canada, 100 University Avenue, Toronto, Ontario at $7.50 a copy post paid.

BNA
BUSINESS NEWSPAPERS ASSOCIATION OF CANADA
100 University Avenue, Toronto, Ontario
The organization of more than 130 quality Canadian business publications

Color moves people to buy...

and no color schedule is complete without North Carolina's leading *coloraction* newspapers – the Journal and Sentinel – covering a prosperous 11-county market



- **Top color facilities** – North Carolina's newest, most complete. Spot, screen, or 4 color, *any day of the week*, with accurate, dependable reproduction.
- **Choice market** – Dynamic! Hustling! 11-county Retail Sales of $531,666,305.00. Journal and Sentinel circulation of 106,559* . . . with over 100% coverage in the Winston-Salem metropolitan area and over 70% coverage in this compact 11-county market.
- **Big action** – "COLORACTION" gets people on the move to buy – with added impact, added readership . . . *and* added sales!

*WINSTON-SALEM

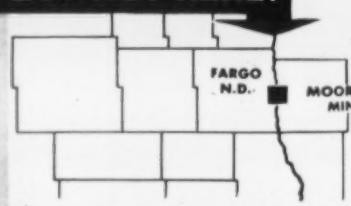
JOURNAL AND SENTINEL

morning Sunday evening

North Carolina's COLORACTION *Newspapers*

*6-months Publisher's Statement, period ending 30 September 1959 as filed with the Audit Bureau of Circulations, subject to audit.

dividing's fine . . . . . BUT NOT HERE!



2 STATES
2 COUNTIES
ONE
"METROPOLITAN"
MARKET!

(Largest between Minneapolis and Spokane.)

Don't split this important "metropolitan" market because of a state-river boundary! Only this technicality prevents the Fargo — Moorhead 2-county area from being listed as a "standard" metropolitan market. We live and buy as ONE big community, with 104,500 people in the 2-county area, 277,100 in the big retail trading zone. And The Forum-News delivers almost 100% coverage *where* you want it, compared with only 8% by any Minneapolis daily!

Represented by Kelly-Smith Company

THE FARGO FORUM
Moorhead News
Largest circulation in North Dakota and western Minnesota

Chicago Rawhide's Ads Aim to Educate on Importance of Oil Seals in Car Operation

CHICAGO, Nov. 3—The function of a grease or oil seal in a car takes a little explaining to most motorists, and many service station operators consider it too technical to even try.

This is bad for Chicago Rawhide Mfg. Co., which makes these little seals and relies heavily on service station personnel to explain the value of the seals and to sell them.

Chicago Rawhide has long been aware of this problem and has been devoting some sporadic effort to solving it in its automotive service trade paper ad campaigns. Last year the importance of selling motorists on these seals was featured in a cartoon strip ad series in which the company also promoted a contest for the servicemen.

■ Impatient with the results, the company has now taken to spreads (with one color on one page) run sideways in its trade schedule, dramatizing with imposing art the moment of selling between the service station operator and the motorist.

SPREAD—*How to sell oil seals is dramatized in this spread Chicago Rawhide is currently running (tilted 90°) in automotive service trade papers. Half the spread carries two colors, the other half is b&w.*

The ad photo caption is, in effect, what the serviceman should be telling the motorist: "Mister, this handy tool assures proper oil seal seating, and driving safety starts with correct installation of quality parts." (The tool doubles as a sales aid by showing up faulty seals.) A similar ad in the new series features a woman motorist and the caption leads off with "Ma'am . . ."

The company's trade paper schedule includes *Automotive Service Digest, Brake & Front End Service, Motor Service, Service Station Management, Southern Automotive Journal* and *Super Service Station.*

Waldie & Briggs, Chicago, handles Chicago Rawhide's sales service division, which markets the seals. #

Intaglio's L. Stanley Pinover, Jr., Assistant to the President, checks a roll of merchandising preprints of the Modess ad as prepared by Young & Rubicam, Inc. . . . for use at point of purchase to tie in with the breaking of the newspaper campaign.

Hi-Fi
. . . for 13,000,000!

In October '59 a Hi-Fi color ad of Personal Products Corporation's Modess ran in 29 papers around the U.S. with massive circulation of 13,000,000 — largest yet for a Hi-Fi ad. Printed on thirty-four lb. supercalender rotogravure stock, with the paper's regular newsprint on the backup, the ad was a stopper!

In conjunction with its running, preprints were used in a Modess merchandising program at points of purchase—giving dual use of the ad to the advertiser.

Hi-Fi—the new spectaculars for selling—preprints the advertiser's message in color gravure on any printable surface.

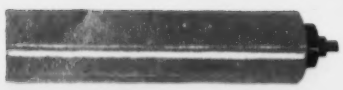
All gravure Hi-Fi cylinders are engraved by Intaglio . . . the only independent servicer for Hi-Fi.

Intaglio takes the agency's copy, makes the negatives and positives, does the laying down, etching and proofing of cylinders . . . and after okay by the advertiser, chromes and ships the cylinders to the converter printer for printing on the rolls. Intaglio has individual requirements of the hundreds of papers which can carry Hi-Fi copy.

HI-FI is easy to use, efficient, exciting, and not expensive! It adds a new dimension to newspaper advertising.

Intaglio will gladly tell agencies, advertisers, newspapers, or sales groups about Hi-Fi spectaculars.

Call us—today!



Intaglio Service CORPORATION

America's First Gravure Servicers

305 East 46th St., New York, New York—1828 Lewis Tower Bldg., Philadelphia—731 Plymouth Court, Chicago—40 Hague Ave., Detroit—369 Pine St., San Francisco—1932 Hyperion Ave., Los Angeles—126 West McMicken Ave., Cincinnati

Basford Adds One, Names Two

G. M. Basford Co., Cleveland, has been named to handle advertising and public relations for Miracle Power Products Corp., Cleveland manufacturer of engine lubricants. Basford also has named Frederick T. Heigl an account executive and William D. Dowling an account executive in the public relations department. Mr. Heigl formerly was in the advertising department of Babcock & Wilcox Co.; Mr. Dowling formerly was assistant advertising manager of Johns-Manville Corp.

Kessler-Hunter Boosts Franklin

Frederick S. Franklin, formerly sales promotion manager of Hunter Distillers Co., recently consolidated with Kessler Distillers Co. to form Kessler-Hunter Distillers Co., a unit of the House of Seagram, New York (AA, Sept. 14), has been named merchandising manager of the new unit which handles Kessler, Hunter and Gallagher & Burton blended whiskies, Old Lewis Hunter Kentucky bourbon and Kessler gin.

Yolande to Ashe & Engelmore

Yolande Corp., New York, has appointed Ashe & Engelmore, New York, as the first agency in several years to handle its infants' and children's wear. The lingerie section of the account is handled by Sara Pennoyer Advertising.

In the Chemical Process Industries...

YOUR MARKET IS A MANAGEMENT MAN

Realistic risk-takers, active in all functions . . . CPI-Management gets things done . . . from laboratory to plant to front office. Highly net-profit-minded . . . they're quickly cognizant of what *your product* can do for them . . . receptive to what you have to say and sell. CPI-Management *(department heads and above)* is many men, but a single state of mind . . . "Do it better, faster, more profitably — with more *modern* equipment, materials and services." CPI-Management listen to subordinates but make up their own minds. Because their job is to make money, it's their decision how to spend it . . . *what to buy, when to buy, whom to buy from.*

CPI-Management won't sit still long enough to be sold except when they're reading CHEMICAL WEEK . . . the only business paper which sifts the dollar impact of significant chemical process news, *both technical and non-technical.* 29 full-time editors . . . more than 42,000 carefully screened, *all-paid* circulation . . . read, preferred and subscribed to *independently* by more management men than any other CPI publication. That's why you belong with the 600-plus advertisers who place more display pages here than in any other "process" weekly. Your *first* job's to sell CPI-Management . . . and you can do it *best* in CHEMICAL WEEK.

and you can sell him in...

A McGRAW-HILL PUBLICATION

Chemical Week

Scandal Shows Broadcaster Must Control Output Fully: Petersmeyer

(Continued from Page 2)

made it abundantly clear that the networks and stations must exercise full control over what is carried over their facilities; that they cannot delegate this responsibility to any other element in the program process—to the advertiser, the agency, to the program packager or producer. Such control is mandatory if they are going to be held accountable for what appears on the American tv screen. . ."

• "Networks and stations must utilize the whole range of the television schedule to inform the viewer of the whole range of television programming." In short, Mr. Petersmeyer proposed that the industry not only schedule non-entertainment programs of solid value, but that it promote those programs with announcements and editorial support in prime time. As examples: Dinah Shore would talk about upcoming opera broadcasts on NBC; Ed Sullivan would run a 30-second film clip of a New York Philharmonic program and note that more such programs were coming; Garry Moore would give a verbal buildup to a coming "Great Challenge" program. He asked that stations themselves give the same kind of prime time support to outstanding cultural and informational attractions, with the emphasis here on the station's own local efforts in public affairs and community service.

• Stations should be more willing to clear time for the important informational programs offered by the networks. Here, he noted that the problem is one of what comes first, with the networks saying that they don't promote informational programs more heavily because of poor clearances. On the other hand, he added, there would no doubt be better clearances if such programs were more heavily promoted by the networks.

■ Quizzes and clearances for informational programming also were on the mind of Louis Hausman, director of the Television Information Office, who delivered the keynote address.

Mr. Hausman reassured the audience that he was certain the industry will be able "to solve the problems raised by the recent disclosures." But, he added:

"What disturbs me more is how vividly it has revealed misunderstanding about television in many important places; how fully it has exposed the simple lack of knowledge that makes some people willing to believe the worst about our medium."

He reiterated the "four cornerstones" that he has set up for his information program in previous speeches to broadcasters, and he suggested that stations:

• Clear time for public affairs and prestige programs fed to them by networks.

• Use such programs, whether network or locally originated, as newsmakers to call attention to the prestige fare that is available on tv.

■ "Perhaps you should re-examine the promotion quotas you have assigned to such programs in on-the-air promotion and in advertising," Mr. Hausman suggested. "Few people can watch the television set around the clock . . . Have we inadvertently been creating the impression through advertising and promotion that we program fewer of these public affairs and prestige shows than we actually do? . . . Along with getting word to the general public about these programs, perhaps you should develop special mailing lists of those in your area who would have a particular interest in them."

■ Frank Shakespeare, general manager of WCBS-TV, New York, proposed that outstanding public affairs attractions be given evening exposure. To make this possible, he suggested that contracts with syndicators include a preemption clause enabling the station to insert a local public affairs program a few times a year if there is a sufficiently newsworthy occasion. He also pleaded for bigger budget; an adequate budget, he said, is equivalent to the price of a weekly syndicated series.

The second half of Mr. Shakespeare's talk was devoted to the confused awards situation in broadcasting, which has so many awards that none of them has yet become very meaningful. He said it is time for the industry to get behind a single national, professional award body to give it stature of the same sort the Oscars have in Hollywood and the Pulitzers have in the newspaper business.

■ The spotlight continued to focus on station image making Monday afternoon. Characterizing the creation of a strong image in the minds of listeners and advertisers as one of the prime concerns of today's broadcasters, R. C. Embry, manager of WITH, Baltimore, offered these suggestions to station men:

• Decide what kind of image you want to create for your station. This decision should be made after an analysis of the market, the local preferences, the competition and special research data. If there is a special niche not being filled, it may be wise to move in that direction.

• Stick to the image once it has been decided upon; don't dilute it, even for a sponsor who wants to bring in his own program.

• Organize all the station's staff as a team to implement the decision once it has been reached. The station manager, sales manager, program director, salesmen, promotion director—and especially the announcers—must be sold on the concept if it is to be successfully sold to outsiders.

• Radio should be sold to the public just like a product. A station should have a trademark, a slogan or series of slogans and a definite advertising budget to support a 52-week campaign.

"Too many broadcasters," Mr. Embry said, "don't practice what they preach. They tell their customers to advertise 52 weeks a year and then don't do it themselves."

• Use quality advertising; find a top notch agency that will turn out professional work. Everything from the stationery letterhead to direct mail should be top grade.

• Make every trade deal possible—with newspapers, tv stations, outdoor, taxis, car cards, etc.

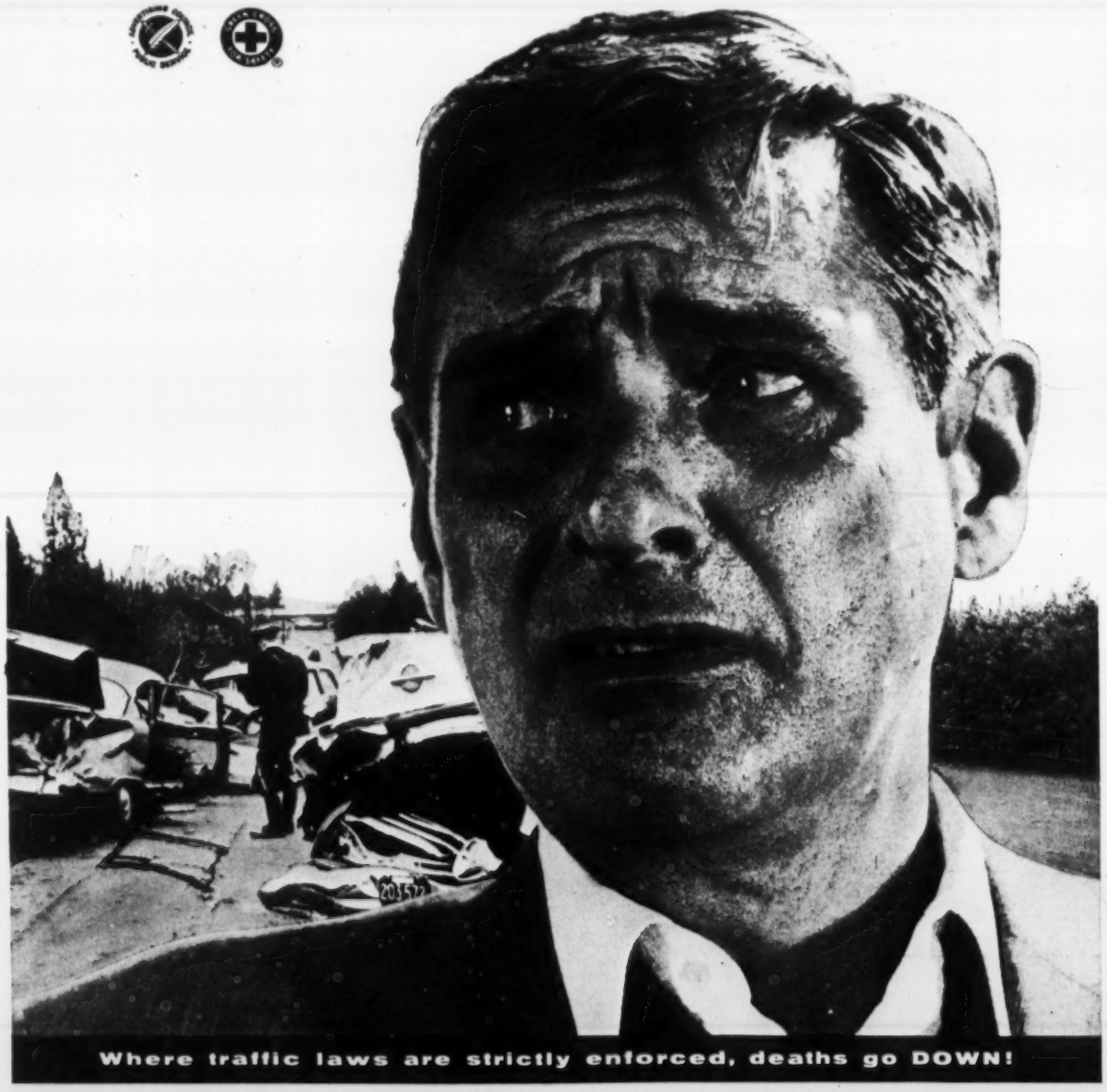
• Put together a well-thought-out advertising campaign and stick with it long enough for it to be effective.

■ Mr. Embry also advised stations to send out their bills promptly and efficiently and to adhere to their rate cards to further improve their stature with advertisers and agencies.

■ Arthur C. Schofield, assistant to the president of Peoples Broadcasting Co., objected to the word "image" as it is used by Madison Ave.; he suggested that the promotion men concern themselves with building a good name for their stations. He deplored the fact that so many promotion man-

"I wish I could have done something to help . . ."

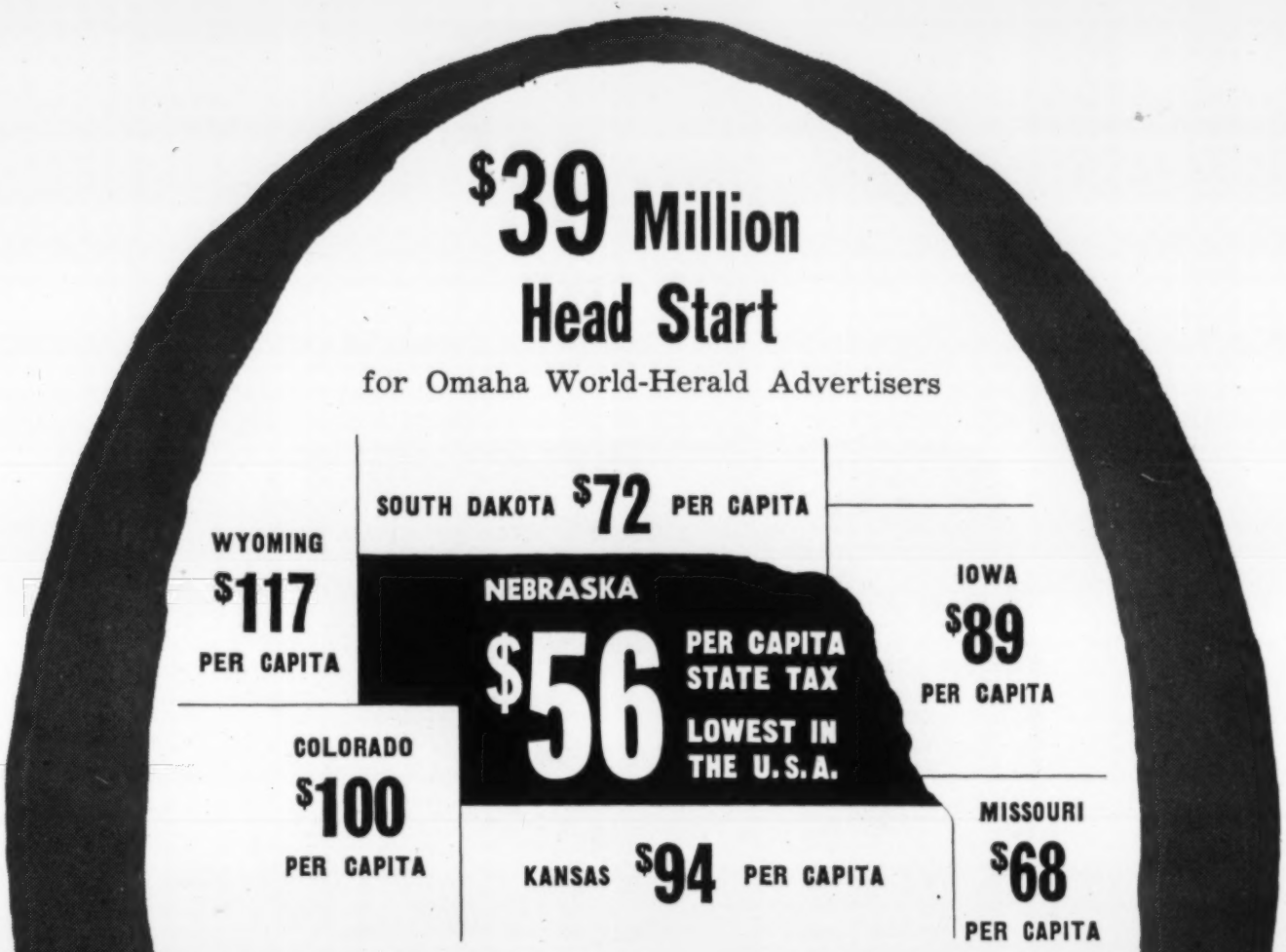
You can do something about traffic accidents! Drive safely yourself—obey the law. Sure. But you can do a lot *more!* Traffic accidents affect *everybody.* Reducing them is a community problem. Its solution calls for systematic, organized effort and cooperation with public officials—for teamwork and leadership. Here is where *you* can help. Join with others who are working actively to promote safe driving and secure strict enforcement of all traffic laws. Make your influence count. *Support your local Safety Council!*



Published in an effort to save lives, in cooperation with the National Safety Council and The Advertising Council.

$39 Million Head Start

for Omaha World-Herald Advertisers



That's the additional money Nebraska people have to spend, from state tax savings alone, as compared with citizens of the average state.

This is calculated on a basis of Nebraska's lowest per capita state tax bill in the U. S. It's $56 contrasted with the $90 average of Nebraska's bordering states —which approximates the national average of $91.70.*

From The World-Herald's total of 247,655 Daily, advertisers gain an added $39 million sales potential through unduplicated circulation of 205,812 in Nebraska, alone.

No other medium, or a combination of this country's weekly mass circulation magazines, can equal The World-Herald's unduplicated coverage of Nebraska . . . a vital growing market of 1.6 million people with $2.7 billion to spend.

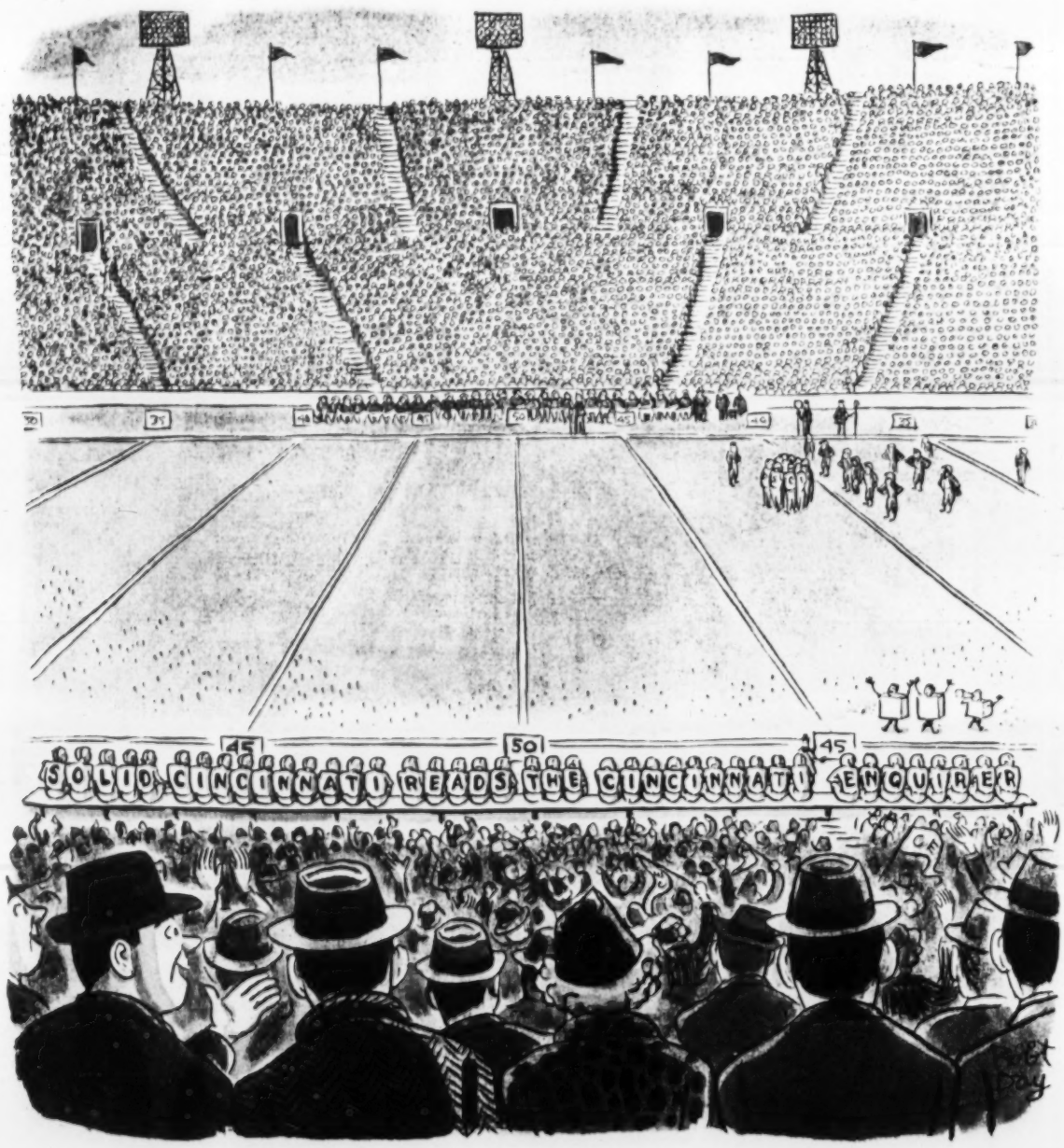
*Commerce Clearing House, Inc., for fiscal year ending June 30, 1959

O'MARA & ORMSBEE, INC., National Representatives
New York • Chicago • Detroit • Los Angeles • San Francisco

Omaha World-Herald

The Basic Advertising Medium
in Nebraska and Western Iowa
Circulation according to ABC Audit:
247,655 Daily—260,511 Sunday.

Gallery of Figures and Facts about
REMARKABLE ROCKFORD
11.3% above National Average in Buying Income
5.6% Ahead of National Average* in Retail Sales
*Figures from "SALES MANAGEMENT"
ROCKFORD AT THE TOP IN ILLINOIS
Finest FULL COLOR facilities
ROCKFORD MORNING STAR
Rockford Register-Republic



"I understand the new chairman of the Athletic Committee is a big advertising man!"

FOR AN OVERPOWERING ADVANTAGE in the great metropolitan area of Cincinnati, be sure your campaign lines up in the newspaper that reaches the solid *market-that-matters* . . . which means the Cincinnati Enquirer. For Solid Cincinnati reads and prefers this great newspaper — every day of the week. Has for years. Always will. No doubt about it: You're in SOLID in Cincinnati when you're in the Cincinnati Enquirer. The just-completed 1959 Top Ten Brands Survey confirms it. Ask The Enquirer's Research Department to show you.

Represented by Moloney, Regan & Schmitt, Inc.

agers report to sales managers and said that one thing wrong with the promotion business is that it has "too many psycho ceramics (crack pots)" in it.

His speech, which was seasoned with enough jokes to make Bob Hope jealous, ended with a brief list of do's and don'ts for promotion directors:

1. Don't rush.
2. Don't think you have to be first.
3. Don't think what you do has to be the biggest.
4. Don't be afraid to make a mistake.
5. Do make it personal.

■ The session closed with a discussion of "How to Trade Up Trade Ads." R. David Kimble, of Grey Advertising Agency, emphasized that trade ads must be good to catch the busy buyer's eye, because there are so many ads for so many media in so many books competing for attention.

Mr. Kimble reported on a survey he had made of time buyers and agency men to determine their reaction to trade paper advertising. Some 64% said "familiarity through repetition in a campaign" was what caused them to notice a particular ad; the same number said they were alerted by interesting illustrations. Next most important elements were "over-all quality" and "provocative headlines."

Mr. Kimble said there is a great deal of evidence to show that stations which advertise effectively and regularly are getting a big payoff in memorability among buyers.

■ The good station ad campaign should, the agency man advised, (1) make a single point with clarity; (2) spell out this point in dynamic fashion; (3) get a strong focal point; (4) follow that focal point through in logical readable order; (5) use a meaningful illustration and (6) contain good copy.

Merchandising Session

Featured in the merchandising session were Emil Mogul, president of Mogul Williams & Saylor, and Max Buck, manager of WRCA-TV, New York. Mr. Mogul chided the broadcasters for spending too much on other things and not enough on merchandising. He left the impression that magazines and newspapers do a much better job by providing the advertiser with a profile on the market, a report on how his product is doing in terms of sales competition and shelf space in stores, the turnover picture in the area, and a route list.

Mr. Mogul advised station managements to put together a real merchandising department, staffed by men who know the merchandising business and who are able to deal with business men at the retail level.

Speaking as an agency man, he said: "All we ask is that you keep our clients happy"; then, he suggested, they will keep coming back for more.

■ Mr. Buck discussed the changes that have come about in merchandising, particularly in the supermarket area. He advised broadcasters to (1) visit a supermarket personally; (2) get acquainted with the retail sales people; (3) demand shelf space for their advertisers and make the demand stick and (4) see what ideas they can pick up for selling improvements that are possible at the drug store level. #

Jell-O, Cranberries Team for Holiday Relish Drive

The Jell-O division of General Foods Corp., White Plains, N. Y., will launch a major holiday promotion starting Nov. 1 for a new relish using fresh cranberries and orange Jell-O. The National Cranberry Assn. is participating with point of sale materials and has printed the recipe on 16,000,000 bags of Ocean Spray cranberries to be marketed in November and December. It also will feature Jell-O in cooperative advertising locally.

National advertising by GF includes color pages weekly starting Nov. 1 in selected Sunday supplements, including *Sunday* and *Parade*, and Jackie Cooper's new "Hennessey" show Monday nights on the CBS-TV network. Young & Rubicam is the agency.

Roche, Rickerd Adds One

Cedar Rapids Block Co. has appointed Roche, Rickerd & Cleary, Chicago, to handle advertising and sales promotion. The company produces concrete blocks and Dur-O-waL masonry reinforcing material.

Corey...

Author of HOW TO GUESS YOUR AGE, YOU CAN ALWAYS TELL A FISHERMAN, and many other books, Corey Ford is one of America's top humorist-writers. As an editor of Field & Stream he is also a philosopher-sportsman-pundit-iconoclast.

For more than a quarter of a century Corey has travelled the U. S., Canada and Alaska, as well as South America, Ireland, Austria, Greece, India and Japan, to report to Field & Streamers. His regular column, THE LOWER FORTY, describes the misadventures of a group of everyday sportsmen who are known to prevaricate, grumble loudly, and to periodically desert their wives. He started this series because he firmly believes that sportsmen, above all others, have a sense of humor and like to laugh at themselves. "Somehow," he says, "humor and the out-of-doors seem to go together. A man with a bird dog, a man with a fly rod, is generally more fun to be with."

Corey is read and enjoyed by millions of Field & Streamers who share his feelings about the Great Outdoors, sportsmen, and humor. Field & Stream's circulation for the first 6 months of 1959 set a record high among sportsmen's magazines. And starting in January, its guarantee will be a whopping 1,100,000. Advertising linage, too, is way ahead of all other sportsmen's magazines—as it has been for 48 consecutive years.

Field & Stream

America's Number One Sportsmen's Magazine

A Holt Magazine

THE WALL STREET JOURNAL.

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VOL. CLIV. NO. 87 ★★ FRIDAY, OCTOBER 30, 1959 (N) 10 CENTS

Again—What an October! Topped all previous

Testing Missiles

Services Speed Trials, Research, Keep Closer Check on Expenses

Daredevil Pilots Help Cut Target Costs; Space-Age Chimps Dine on Jello

Studying the Sun at Sunspot

By Gene Bylinsky
Staff Reporter of The Wall Street Journal

WHITE SANDS MISSILE RANGE, N.M.—In the bright blue sky above this desert site in southern New Mexico, a silvery "hunter" jet fighter is trying to pin a stubby Genie missile on a streaking "bandit" plane. Over the intercom system comes a command: "Commence to attack."

The pilot of the fighter, a big Genie-armed F-89 Scorpion, puts the plane into a steep climb, then noses it over and dives toward the target plane. Maj. Brown's finger is on the firing button. The instant it stops, the pilot jerks his plane downward in a violent maneuver; a moment later a puff of smoke released by the speeding missile marks the spot where the target has been. "Mission successful," says the voice of the radio. Then, Maj. Brown lazily banks his target plane for a landing.

On the ground, Col. R. E. Keating, chief of staff at the Air Force Missile Development Center here, comments: "The use of [illegible] targets has compressed our test [illegible] tremendously and has saved [illegible] millions of dollars." Instead of shooting down costly supersonic drones (pilotless [illegible] missile-like planes), of which the Air Force doesn't have enough, "men-targets" save time and money in conducting such tests, he explains.

Accelerated Missilery

Such new, unusual missions [illegible] daredevil Air Force pilots with [illegible] responses are one example of the [illegible] cost-consciousness of missile [illegible] velopment at this sprawling 40-[illegible]0-mile missile nursery, a huge flat table [illegible] framed by jagged peaks.

Here amid saucer-shaped radar antennas, telephone lines enough for a city of 250,000, and runways over which fly many strange "birds,"

What's News—

Business and Finance

STEEL TALKS, resumed under a new deadline set by Federal mediators, made "no progress." This was reported by David J. McDonald, Steelworkers' chief, after industry and union negotiators conferred more than two hours in Pittsburgh. It was their first meeting since Kaiser Steel Corp. made a separate settlement with the union, breaking the industry's solid front. Another session will be held today. Most observers felt, however, the proceedings would continue perfunctory pending a Supreme Court ruling on the Taft-Hartley injunction issued against the strikers last [illegible].

• • •

Bethlehem Steel, the industry's second largest company, reported net loss of $[illegible].9 million for the third quarter. Directors, nevertheless, declared the regular quarterly common dividend of [illegible]. For the first nine months, Bethlehem's net profit was equal to $[illegible] a share against $1.68 earned in the [illegible] period.

Jones & Laughlin, fourth ranking steel company, declared the regular 62½-cent dividend. The company, although it incurred a $16.4 million loss in the third quarter, J.&L. reasserted its determination to stand in line with 11 other major steel producers seeking a "non-inflationary" settlement of the strike.

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The Treasury offered a 4¾% one-year certificate and a 4⅞% four-year note in exchange for $9 billion of securities maturing Nov. [illegible]. It also offered to exchange [illegible] notes which will be called [illegible] some investors at the [illegible] Treasury officials explained, the Treasury must raise $11 billion of other maturing issues. Subscription books for the current exchange program will be open Monday through Wednesday.

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Auto assemblies declined again this week as a result of the steel mill shut-

World-Wide

WESTERN PRE-SUMMIT TALKS beginning in Paris December 19 now appear certain. French President DeGaulle reportedly proposed the time and place in letters to Eisenhower, British Prime Minister Macmillan and West German Chancellor Adenauer. Washington confirmed the site but not the date. The pre-summit parley, expected to last three or four days, would follow a December 15-17 meeting of N.A.T.O. foreign ministers in Paris.

The Western leaders must restore many differences among themselves, including the matter of what they should discuss later with Soviet Premier Khrushchev. Macmillan believes it is possible to make a deal with Russia for settling West Berlin's future provisionally. Eisenhower is skeptical, and Adenauer believes it [illegible] better to [illegible] agreement in some [illegible], pa[illegible]

CU[illegible] IS [illegible] on taxing [illegible] conc[illegible] firms may [illegible] of the [illegible] dis[illegible] the [illegible] Mo[illegible] an[illegible] cement [illegible] Havana indicated [illegible] new [illegible] would also cover petroleum. The levy on mineral production will be 5%, plus 25% on ores and minerals exported. The tax on petroleum is expected to be similar.

The Associated Press quoted petroleum experts as predicting the minerals law would drive out a number of oil firms. The latest list of oil exploration concerns active in Cuba shows 35 companies and four individuals, most of them from the U.S. and Canada.

The firms have been seeking to expand the island's current production of 600 to 700 barrels daily. [illegible] of such low grade that it cannot be [illegible] processed in Cuban refineries and is [illegible] only used for fuel oil. Cuba consumes [illegible] estimated 50,000 barrels of crude oil [illegible]

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Eisenhower [illegible] extended New York's [illegible] fair in 1964. He directed the [illegible] of Cabinet-man committee [illegible] named to consider the feasibility of a fair and to recommend a site. Washington and Los Angeles also had bid for the fair. The President's report will be presented to the International Bureau of Expositions, which meets in Paris next week. Vienna also is seeking a 1964 world's fair.

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The liner Israel and the freighter American Press collided in the New York harbor, the

Industrial Output Drops

The Big Three Push Training of Repairmen For New Small Cars

• • •

All-New Designs Complicate The Task; Dealers Purchase Tools, Build [illegible] Stocks

Staff Reporter of The Wall Street Journal

DETROIT [illegible] of the auto industry [illegible] the task of [illegible] new [illegible] models, but they are [illegible] the inevitable [illegible] of [illegible] training.

It would appear [illegible] some problem. A [illegible] car, after [illegible] a good mechanic should be able to service almost any auto.

[illegible] could," [illegible] an official of General Motors Corp.'s Chevrolet division, "but it would take him time [illegible] new things out. That would cost [illegible] dealer or the customer a lot of money. And we can't afford the possibility of hit-or-miss maintenance that would make the owner sour on the product."

What makes the service training operation

Washington Wire

A Special Weekly Report From The Wall Street Journal's Capital Bureau

EISENHOWER FAVORS Nixon over Rockefeller for the G.O.P. Presidential nomination.

There's no doubt about it. The President publicly hints he has a personal choice. He insists, publicly and privately, he actually won't intervene in the Nixon-Rockefeller contest. But people who count politically know Ike's pro-Nixon sentiments. Practically every White House staffer favors the Vice President. This helps Nixon by creating a "favorable political climate."

Write off Rockefeller's [illegible] rejection of the Vice Presidential [illegible]. Political pros figure he has to take [illegible] adamant position to remain in the [illegible] Presidential race. Lots of Republicans rate Rockefeller to [illegible] Nixon's [illegible] running mate. The [illegible] no other [illegible] many [illegible] Rocky [illegible] if the [illegible] Presidential [illegible] Rockefeller to accept [illegible] Nixon [illegible]

LABOR DISP[illegible]s rivaling the steel strike threaten next year in defense industries.

Biggest danger: [illegible]. The Machinists and Auto Workers forge a united front against Boeing, Douglas, Convair, North American. They demand wage boosts, medical care, better pensions, insurance. Both unions build big strike funds. Management promises tough resistance. Budget ceilings make it difficult to pass on increased costs to Uncle Sam.

Major defense contractors General Electric, Westinghouse face strike threats from Carey's Electrical Union. Carey's bitter at G.E. for spurring past demands. Most employers will take a cue from steel's tough stand. Labor [illegible] back with growing [illegible]-union cooperation [illegible] non-defense [illegible] bargaining [illegible] truck [illegible] and [illegible]

[illegible] Reuther [illegible] work-week [illegible] 1961. Automation [illegible] spurs the union to try to spread the work. Reuther's talk of cutting hours is more serious than his noises about profit-sharing.

IKE'S ECONOMISTS forecast record prosperity in 1960 if steel peace comes soon.

They figure the strike's continuation mainly delays the business rebound, rather than hurting permanently. The seers look for a post-strike rush to rebuild inventories. They predict business expansion will continue throughout

Lending Tactics

Banks See New Pinch After Steel Strike, Tighten Up on Loans

They Aid Old Customers But Shun New Concerns; Most Avoid Speculative Credit

Ads Push Deposits, Not Loans

A Wall Street Journal News Roundup

"Money is tight, but not as tight as [illegible] had anticipated it would be now. When the steel strike ends, there will be a ma[illegible]h for money [illegible] inventory purchases. Money will get tight[illegible] rates probably will [illegible]."

That's an officer [illegible] Shawmut Bank [illegible]. His [illegible] coincide with those of bankers [illegible] viewed this week by Wall Street [illegible] bankers in major cities around the U.S. The supply of loanable funds is relatively slimmest in the major banking centers.

Bankers generally [illegible] they do not have [illegible] to meet all of the loan requests they're receiving. But a few months ago, before the steel strike began, they had expected an even greater scarcity of loanable funds in late 1959. With steel supplies cut off, manufacturers have been working down their inventories and paying off bank loans.

Conserving Supplies

Because they're already short of funds, and expect the situation to worsen after the steel strike ends, many bankers are taking drastic steps to conserve supplies. Some samples:

Banks generally are less willing to make "speculative" loans [illegible] than they were a [illegible] ago. [illegible] and [illegible] banks [illegible] than they were earlier in 1959. Shorter-term loans provide a more rapid turnover of their available funds.

Almost all banks say they still are able to take care of all the needs of their old, established customers. But new and less well established customers often find bank loans hard to come by.

In many cases, banks are trying to convince customers they can get along with smaller loans than they seek.

Besides limiting their outgo in these ways, banks are taking other steps in efforts to step [illegible] the inflow of loanable funds. Many are also [illegible] ing promotion campaigns, spending less time

military and civilian scientists and technicians are racing the Reds to give the U.S. space age weapons at least as good as those of the Russians.

"The point is who is going to have better missiles," emphasizes rotund, long-haired Dr. Knox Millsaps, chief scientist at th[illegible] missile center, who worked on the [illegible] bomb. "The Russians have ballis[illegible] and they aren't standing still," he [illegible]. "[illegible] started years ahead of us. That[illegible] got to do more to catch up."

From Atlas to Titan

The U.S. has a bevy of s[illegible] short-range guided missiles in operation and under development. Some are designed to knock enemy planes from the skies, others to hunt out and destroy submarines under water. Still other missiles, such as the Army's Jupiter, with a range of over 1,500 miles, are surface-to-surface intermediate range ballistic weapons. The really big guns, of course, are the intercontinental ballistic "birds"—Atlas, Titan, Minuteman. Of these only the Atlas is "operational," and that only in a limited sense.

Talks with missile testers in the field indicate they're far from satisfied with this country's present missile status. Their claim of lack of funds, confusion in Washington over missile programs and obvious duplication of effort by different service teams cause much grumbling. Most glum at this point perhaps are the Army missile men.

Here, in the Tularosa basin, is concentrated much of the Defense Department's [illegible] research work, including the Army missile proving ground, the Air Force Missile Development Center at Holloman Air Force Base, as well as a research group working for the Navy. The Army administers the test range, providing instrumentation, with the three services often working together on the various test missions. Deeply involved in missile work are dozens of civilian contracting firms, many of which have permanent installations here.

"Bird" Watching

The U.S., of course, has other missile test ranges; there is the Atlantic range (Cape Canaveral, Fla.) and the recently opened Pacific missile range at Vandenberg Air Force Base in California. But White Sands is the only land range of significance; while tracking the "birds" over water isn't easy and recovery of missiles from ocean bottoms is practically impossible, the missiles flying here are under observation from launching to the moment of impact and can be recovered from the earth's surface.

In recent days, while top scientists and Government authorities were wrangling over the administrative set-up of the nation's space programs, missile testers here were rushing "crash" programs in a wide variety of fields.

At the foot of the spectacular Organ Mountains, which jut into the sky like frozen tongues of flame, Army men and civilian technicians work on the hush-hush Nike-Zeus, the anti-missile missile launched successfully a few weeks ago for the first time.

Desert Sledding

Fifty miles across the sagebrush-covered range is the Air Force's test track where supersonic, rocket-powered sleds barrel down a special "railroad" like prehistoric monsters, fiery tails blazing. The track recently was lengthened to seven miles. This enables technicians to test "captive" missiles and their components more fully on the ground.

The emphasis now is typically on testing guidance systems for intercontinental ballistic missiles. In the digital computer branch, where each morning the incredibly complex "brains" of the space age diagnose themselves and type out a crisp "O.K. today," or give directions about which diodes and tubes should be re-

Please Turn to Page 20, Column 5

downs, and a further decrease is in prospect next week. Production for the industry as a whole in the period ending tomorrow is indicated at 101,015 cars—down from 112,499 last week. Hardest hit by steel shortages, Gen[illegible] Motors' Chevrolet division is op[illegible] for 13 assembly [illegible]. [illegible] operating [illegible] are [illegible] out [illegible]

[illegible] Motors reported [illegible] third [illegible] were the largest for the period since 1955 and earnings rose to 47 cents a share, from 22 cents a year ago. Production in the period was unaffected by the steel strike, top executives noted. But they warned that G.M.'s steel supplies now have been "substantially exhausted," and the corporation's "production of cars and trucks in the U.S. is approaching a virtual standstill."

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Rails hauled 67,20[illegible] tons of grain last week—largest [illegible] since 1924. Total freight loadings [illegible] greatest since Ju[illegible] amounted to 607,3[illegible] cars, [illegible] above the preceding we[illegible] The Association of [illegible] Railroads reports. Affected by the steel strike, however, volume was 10% below the like 1958 period.

• • •

Kaiser Aluminum announced it will cut its primary aluminum production from 90% of capacity to around 80%, starting next week. [illegible] said this quarter shipments [illegible] result of a seasonal [illegible] buildup by customers [illegible] possible strike. [illegible] of America said its operations have been held at [illegible] about six months [illegible] below the rates of Kaiser and Reynolds Metals.

• • •

Allied Chemical directors voted a two-for-one stock split, subject to shareholders' approval at a special meeting December 21. The board also increased the quarterly dividend on the present stock from 75 cents to 90 cents and plans to pay 45 cents quarterly after the split.

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Markets—

Stocks—Volume 3,890,000 shares. Dow-Jones industrials 645.11, up 0.23%; rails 155.15, off 0.29%; utilities 87.41, unchanged. **London**—Financial Times common share index 299.3, up 1.6 and a new record high.

Bonds—Volume $6,360,000. Dow-Jones 40 bonds 81.59, off 0.04; high grade rails 78.41, up 0.08; speculative rails 78.66, off 0.15; utilities 82.23, unchanged; industrials 87.07, off 0.10.

Commodities—Dow-Jones futures index 150.95, up 0.19; spot index 159.45, up 0.13.

• • •

Earnings—

	Net Income		Per Com. Shr.	
9 mos. Sept. 30:	1959	1958	1959	1958
Baldwin-Lima-H'ts	$3,335,947	$2,830,370	$ 78	$ 66
Bell Aircraft	1,516,098	3,386,936	.56	1.26
Evans Products Co.	1,694,105	861,603	1.43	.73
Inspiration Copper	4,419,733	881,165	3.74	.75
Union Pacific R.R.	44,847,404	$1,603,253	1.87	c2.17
Quarter September 30:				
Harris-Intertype	1,114,532	765,277	.92	c.63
Simmons Co.	1,950,363	1,492,000	1.68	1.28

c-On present shares.

(Today's Index on Page 2)

Coast Guard reported. Apparently there were no injuries. The Coast Guard said the 9,831-ton liner dropped anchor after sustaining damage to her port side. Tugs were standing by last night. The American Press was towed by tug[illegible] a Hud[illegible] River pier.

• • •

[illegible]ud, offi[illegible] newspaper of Soviet trade un[illegible] bitterly [illegible]alled President [illegible]er of the [illegible]ed Aut[illegible] He was [illegible]he U.S. [illegible]or lead[illegible]who [illegible]led v[illegible]ally [illegible] Soviet [illegible]emier [illegible]shch[illegible] during the lat[illegible] [illegible]it to [illegible] Fu[illegible]sco the pa[illegible]ised [illegible]avar[illegible]ings [illegible]sts of the [illegible]king class. [illegible] he abandoned a Soviet wife in the 1930s while he was working at the Gorky auto plant in Russia. In Detroit, Reuther branded the accusations a new "propaganda effort . . . based upon complete fabrication and falsehood."

• • •

An urgent need to open more markets to less-developed nations was voiced by the 37 countries making up the General Agreement on Tariff and Trades. The world trade-regulating body issued the communique at a Tokyo meeting after Asia, Africa and South America complained that import barriers [illegible] shutting [illegible]ducts out of Europe [illegible]nd other [illegible]ajor [illegible]arkets.

• • •

[illegible]saw announced [illegible] [illegible]oland's [illegible] earl[illegible] week, has been named a new member of the powerful Communist Party secretariat. It was the latest in a series of moves related to the Government's efforts to deal with a food crisis. There was speculation that Ochab's [illegible]sfer might signal the start of a campa[illegible]o bring Polish farmers into party-spons[illegible] organizations.

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Rob[illegible] Murphy contradi[illegible] reports he is [illegible] Undersecretary [illegible] State becau[illegible] [illegible]inistration's foreig[illegible] policy. If [illegible] case, "I wou[illegible]ve st[illegible] [illegible]ut [illegible]ifferences, h[illegible] present policy line is as solid [illegible]s the a line [illegible] [illegible]e at the moment," Murphy told

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Eisenhower played an afternoon round of golf and then drove directly to Walter Reed Army Hospital for his annual head-to-toe physical checkup. Press Secretary Hagerty said he probably will stay in the hospital a couple of days. The President still has traces of a cold, but Hagerty denied any connection between the cold and the examination.

• • •

Mexican officials exp[illegible] fear [illegible] toll from a weekend hu[illegible] and resulti[illegible] floods may reach 1,000[illegible] Pa[illegible]c c[illegible] states of Colima and [illegible]isca. At least were known dead, wi[illegible] scor[illegible] st[illegible] missing, hundreds injured and thousa[illegible] homeless. It was confirmed in Mexico City that 300 died in a single town, Minatitlan. It is a farm community northwest of Colima's capital.

• • •

Britain repaid the $[illegible]250 [illegible]illio[illegible] years ahead of schedule. [illegible] mo[illegible] w[illegible] th[illegible] London drew from the Ex[illegible]rt-I[illegible] out of a total credit of $500 [illegible]illion [illegible]ad[illegible] [illegible]ilable by this nation in the [illegible]z [illegible]is[illegible] payment is believed to be [illegible]e [illegible]gg[illegible] single sum ever received by the bank. Britain also repaid interest of $5.5 million on the money.

• • •

Five grimy canvases, found heaped in a shed at an old Dublin house, were hailed by art critics as a major art discovery. After two years of restoration, the canvases were established as the work of Francesco Guardi, an 18th century Italian master. David Carritt, the London art expert who found the paintings, valued them at $1.4 million.

an unusually complex one this year is the fact that the auto manufacturers are being scrupulously truthful when they refer to the Corvair, Falcon and Valiant as "all new."

No Interchangeable Parts

"Normally, th[illegible] always a few parts that carry over [illegible] previou[illegible]s n[illegible] —even on a c[illegible]n embodies [illegible] ch[illegible] over," expl[illegible]ri Doman, h[illegible] of [illegible]otor Co.'s [illegible] division. "Service [illegible] on the Fa[illegible]here [illegible]any [illegible]y—and none [illegible] [illegible]nterchang[illegible]th the regular Ford.

Every single component is different in detail, Mr. Doman says. [illegible] are all [illegible] bearings. And, of course, the suspension systems and engines are of completely altered design. The sharpest departures from traditional design are in G.M.'s Corvair, with its rear-mounted, air-cooled aluminum engine and independent four-wheel suspension system. As a consequence, it has been necessary to give a quick but thorough course to thousands of mechanics, [illegible] the country who will have to service the cars. At Ford, the process is handled [illegible] way. Permanent full-time service [illegible]entatives [illegible] Ford's 35 district sales offices [illegible] ed earlier this fall [illegible] in Dearborn [illegible] the[illegible] bases and trained 212 local service representatives. After that, the 212 went on the road to dealerships in their territories, while additional schools for mechanics were conducted in the district sales offices for service men who could come in for the course.

Besides all of the usual charts (seven for the Falcon alone, compared with six for the entire [illegible] line [illegible] year), manuals (2,500 pages this [illegible]r—co[illegible] with [illegible] to [illegible] d[illegible] and other [illegible]g m[illegible]ial (volu[illegible] up [illegible]om [illegible] w[illegible], ea[illegible] of the 3[illegible] [illegible]ks [illegible]be [illegible]ped [illegible] a ca[illegible] [illegible] [illegible]nstru[illegible]s [illegible] [illegible] the tod[illegible] [illegible] [illegible]ilab[illegible] any [illegible] dealership.

Waiting for the Cars

The car requirement, in particular, made things tough for the service training department. "We'd have liked to get started very early," says one official, "but we were governed by the availability of the cars. It was hard enough to get hold of hand-built test cars to make training films.

"Sometimes we had to wait at the test track until a car stopped a few minutes for a tank of gas or a new d[illegible]er and then [illegible] a pic[illegible] two. On [illegible] we needed five [illegible]'s shooting [illegible] [illegible]p [illegible] suspension [illegible]dy. Whe[illegible] [illegible] car we h[illegible] do it all in 32 [illegible] four [illegible] work."

The result [illegible] that it was all Ford could do to expose so[illegible]one [illegible] each dealership to the Falcon [illegible]ards by introduction day—and training is [illegible] going on.

Learning details of the new cars, of course, is not the [illegible] of task. New parts, [illegible] many cases cal[illegible] [illegible] tools, which [illegible] must buy and [illegible]h [illegible]s mu[illegible] becom[illegible] familia[illegible] [illegible]est [illegible]s th[illegible] the ave[illegible]ge F[illegible] [illegible]chan[illegible] [illegible]ut 24 ne[illegible] tools [illegible] his [illegible] [illegible] average o[illegible] perh[illegible] eight or ten in a year of a major model changeover.

Finally, there is the necessity of adding new parts to the dealer inventory of spa[illegible] This, according to one [illegible]ing re[illegible] quire the addition of ab[illegible] [illegible] it[illegible] to an average dealer's sto[illegible] [illegible] [illegible]ntil still a question mark.

"These cars are sim[illegible]er [illegible] than anything we've built in the past," one Big Three official claims. "We think [illegible] and that repairs and parts will be no burden. But only time will tell."

[illegible] 1960. Officials see national output nearing a record $500 billion rate early in the year. They expect record personal income, corporate profits for 1960.

Ike's money men foresee fancy Federal revenue figures for the 1960-61 fiscal year. They look for a surplus above the $2 billion recently anticipated. [illegible]ficials [illegible] strike's impact will [illegible]ab[illegible] the [illegible] year's budget. Re[illegible] fall belo[illegible] exp[illegible]ons. One fore[illegible]scal 1960 [illegible]ersonal income tax take [illegible]link $60[illegible] billion u[illegible] Sen[illegible]r's $41 bil[illegible].

Some Pentagon insiders claim talk of strike damage to national [illegible] is overdone. Steel, plates [illegible] for submarines may run short in months ahead. But the dissenters see no major impact on vital programs now.

PENTAGON SPACE MEN press for more propaganda-making feats. They argue for speeding up timetables to race Russia, dressing up projects with gimmicks. Officials talk of orbiting the moon soon, shooting for Mars and Venus, stepping up the man-in-space program. State Department men show sympathy. White House [illegible]ficials [illegible]ers resist th[illegible]

FI[illegible]ERS hi[illegible] [illegible]ndict[illegible] [illegible] of [illegible] [illegible]ls will [illegible] [illegible] [illegible] [illegible]ers a[illegible] [illegible] [illegible] [illegible] Teamst[illegible] Offici[illegible] charges growing out of McClellan committee hearings: Perjury, [illegible] dodging, antitrust violation, misuse of [illegible] funds. Key Hoffa supporter William P[illegible] of Cleveland [illegible]bly will face new trou[illegible]

SENATE [illegible]M for 1960 recommends [illegible] to revam[illegible]al security policy maki[illegible]achinery. [illegible] Jackson's government [illegible]rations s[illegible] [illegible]mittee opens hearings in [illegible]ary. Staff [illegible] work begins now. [illegible] good [illegible]nistrati[illegible] [illegible]peration [illegible]r. Possible [illegible]tual [illegible]ault [illegible]erhaul [illegible]he Presidential policy [illegible]ing [illegible]ional [illegible]y Coun[illegible] [illegible] [illegible] [illegible] ceas[illegible]ey [illegible] inc[illegible]ingly of letting production goals low enough to push prices up—as well as shifting to Brannan-type direct subsidies. Some party chiefs dodge any specific plan, while stressing the need to save the family farm. Many Democrats prefer to avoid a big farm fight in Congress next year.

SUMMIT DELAY until early 1960 bolsters the U.S. bargaining position.

That's the view of top American diplomats, despite Eisenhower's [illegible]preferen[illegible] for earlier talks w[illegible] K[illegible]shch[illegible] Offi[illegible] foresee possible [illegible]ins [illegible]di[illegible] [illegible]en[illegible]s, extension the East-[illegible]uc[illegible]ar [illegible]st[illegible]an, maybe a more [illegible]-o[illegible]ati[illegible] D[illegible]au[illegible] France. Berlin rema[illegible] th[illegible]oughest [illegible]u[illegible] no matter when talks are held.

The State Departme[illegible] [illegible]es disarmament studies designed to shap[illegible]new U.S. offers Russia. Policy makers reckon [illegible]et advan[illegible] of [illegible]me details of 19[illegible] proposals. [illegible]e [illegible]kress on nuclea[illegible]bans will [illegible]me [illegible] of [illegible]si[illegible]s [illegible]s [illegible]ph[illegible] claim [illegible]e [illegible]s [illegible]be[illegible]i[illegible]nten[illegible]tion [illegible]0 [illegible]ks t[illegible] s[illegible] January.

Behind [illegible] Gaulle's [illegible]talian summit [illegible]s lies his hope for Algerian acceptance of his plan [illegible] ending the [illegible]list rebellion. Offici[illegible] are convinced his [illegible]e to explode an [illegible]omb before summit [illegible]s is a mus[illegible] [illegible]r his delay[illegible]ics.

[illegible]NOR MOVES: Defens[illegible] research boss [illegible]ert York [illegible]splays over his [illegible]agon office door "Wor[illegible] War IV" weapon—a spear. . . . Ass[illegible]les h[illegible] [illegible]riculture [illegible]retary Benson will need an operation to cure his unspecified abdominal complaint. . . . Easy money note: [illegible] employees' credit union boosts its ceiling on no-security loans from $400 to $750.

ing promotion campaigns, spending less time and money to seek loans and more to get checking accounts and savings. Banks generally require borrowers to leave sizable amounts on deposit as "compensating balances;" in recent months they've begun enforcing this requirement more rigidly.

Business Loans Rise

Banks' business loans have climbed fairly steadily throughout the steel strike, though they surely would have climbed even more if it had not been for the strike and the banks' increasingly restrictive loan policies. Business loans of the banks which report weekly to the Federal Reserve System totaled $29.5 billion at last report, an increase of $1.1 billion since July 1, 1959. In the comparable period of 1958, when the economy was pulling out of the recession, business loans rose by only $434 million.

The upward trend of business loans since mid-1959 to a large extent reflects the fact that, for most major industries, this has been a period of brisk bus[illegible] Most steel-using firms stocked up he[illegible] [illegible]re the strike and on[illegible] [illegible] [illegible] run into shortages. "[illegible] s[illegible] str[illegible]ues much longer," s[illegible] [illegible]rauk[illegible]ker, "the adverse effe[illegible] [illegible] bring a decline in loan vo[illegible] [illegible] deteri[illegible] business caused [illegible]ike is accelerating rapidly."

The steel strike undoubtedly was at least pa[illegible] responsible for a decline in banks' busi[illegible] loans in the week ended October 21, the [illegible]st period for which figures are available. After an almost uninterrupted climb since July 1, business loans of the banks that report weekly to [illegible] Federal Reserve System declined by $156 [illegible]illion in the October 21 week.

Not Quite as Tight

A [illegible] [illegible] [illegible] money market helps [illegible] [illegible] mo[illegible] tight—but not [illegible] [illegible] as it w[illegible] weeks ago.

[illegible]sury, [illegible]ar[illegible] sold an issue [illegible] bills on [illegible]day a[illegible] [illegible]erage interest [illegible]te of 4.022%, down from 4.099% for a like issue a week earlier. Rates on commercial paper also have declined recently. But the rate declines have been slight and most bankers view them as temporary. Almost all bankers look for their own lending fees to remain stable for the next few weeks and

Please Turn to Page 14, Column 1

Tight Money Brings a New Benefit to Chicago Savers

By a Wall Street Journal Staff Reporter

CHICAGO—Tight money is bring[illegible] new benefit to many Chicago savers.

Depositors here, as in other cities, have been [illegible]ing for months [illegible]rising interest rat[illegible]on se[illegible]s. [illegible] Harris Trust Savings [illegible]an[illegible]ha[illegible] another lure, [illegible] other[illegible] Chi[illegible] banks may follow suit [illegible]e [illegible]egi[illegible]ext year.

Harris Tru[illegible] like many other banks, [illegible]y figured interest only on the basis of full interest periods; in Harris' case, the period was six months. If a saver withdrew funds in the middle of a six-month period, he received no interest for the portion of the period during which the funds were in the bank. Now, however, a saver receives interest for the full period that his funds are on deposit.

"We believe it's a fairer way of compensating savers for the use of their funds," says a Harris Trust official. In addition, the system is attractive to savers, because a saver will lose less interest if an emergency makes it necessary for him to withdraw funds during an interest period.

months ever ...for advantage ...and circulation. Are you using "The Most Useful One" most?

Harrison Joins McCann's SCI

Curtis J. Harrison Jr., formerly advertising and sales promotion manager of Blue Coal Corp., has joined Sales Communication Inc., New York, a McCann-Erickson affiliate, as marketing executive on the Enjay account.

Put More Zit in Your Zingo
ORIGINAL GIMMICKS
Novel gimmicks spark campaigns, make friends, do big promotional jobs—we develop original gimmicks to meet your special needs. For direct mail, promotions, conventions, premiums, etc. 1c to $1.00 or more. Gimmick mail programs developed and handled. Write for details. **Halbach Advertising**, 510 Maine St., Quincy 2, Illinois.

Pest Group Names McCarty

Pest Control Operators of California has appointed McCarty Co., Los Angeles, to handle its first extensive advertising and public relations program.

New Committee Backs U. of Illinois' J. W. Young Fund

URBANA, ILL., Nov. 4—An industry advisory committee representing various facets of the advertising business has been formed to assist in the development of the James Webb Young Fund for Education in Advertising, established by the department of advertising of the college of journalism and communications of the University of Illinois (AA, July 27).

The fund, established to assist both in education and research in advertising, was created in honor of the distinguished advertising man who has not only been a successful practitioner through his many years with the J. Walter Thompson Co., but who has also made many contributions to the field as a teacher and writer. He is credited with having originated the idea for the Advertising Council as the public service arm of the advertising business.

■ An executive committee, which will organize a larger committee of advertising people to assist in the development of the fund, has been formed with G. D. Crain Jr., publisher of ADVERTISING AGE, as chairman, and the following members: Fairfax M. Cone, Foote, Cone & Belding; Alexander H. Gunn, J. Walter Thompson Co.; Walter C. Kurz, *Chicago Tribune*; William A. Marsteller, Marsteller, Rickard, Gebhardt & Reed; Wesley I. Nunn, Standard Oil Co. (Indiana), and Burr L. Robbins, General Qutdoor Advertising Co.

Contributions to the fund may be sent to Dr. C. H. Sandage, head of the department of advertising, college of journalism and communications, University of Illinois, Urbana. #

'59 Will Be Top Ad Year for Toy Makers: Voorhees

CHICAGO, Nov. 3—Advertising by toy makers will hit a record high this year, with some toy makers budgeting as much as 10% of their sales to push their expenditures over $1,000,000, Wally Voorhees, president of *Playthings Magazine*, asserted at the press preview of the "Top 10 Scientific and Mechanical Toys" sponsored by *Science & Mechanics*.

Since World War II, Mr. Voorhees said, toy makers have become more advertising minded. He said annual retail sales volume in recent years has been about $1.5 billion and is expected to exceed that figure by $150,000,000 this year.

He said that advertising budgets of 3% to 5% of sales volume are commonplace among toy makers today and that the trend is toward the 10% of sales now being spent by leaders of the industry.

■ The fourth annual merit award to the 10 top toys by *Science & Mechanics* for the fourth year pivoted, as in the past, on the criteria of safety, interest and educational value. The toys will be featured in the magazine's December issue. #

W.B. Benton Gives $25,000 for Study of Mass Media

Former Sen. William Benton, publisher of the "Encyclopaedia Britannica," has donated $25,000 for a continuing study of the performance of television and the press in American society. The grant was made to the Center for the Study of Democratic Institutions, Santa Barbara, Cal., which was established recently by the Fund for the Republic.

Harry S. Ashmore, formerly executive editor of the *Arkansas Gazette*, who is heading the study, said: "It has been well said that newspapers are showing signs of senility, while television is still beset by immaturity. Both, then, stand in need of informed criticism."

how to build a mountain

Start with a single mole hill. Add another and another and another. Then you'll have a mountain

. . . a *continuity* of hills. You need continuity for successful advertising, too. It's particularly effective with newspapers. Newspapers go into the same homes day after day, week after week. To tell, to sell, to keep sold.

Because we believe so strongly in the value of continuity in advertising, we have pioneered a new frequency-volume discount plan to encourage advertisers to take advantage of the impact of continuity.

It offers discounts with no increase in existing rates. The Continuity-Impact-Discount plan makes possible the most effective use of newspapers. Let your Branham representative show you how C-I-D will get increased advertising impact for you in the Louisville market.

The Courier-Journal
THE LOUISVILLE TIMES

SMALL
runs are best when printed in Screen Process. No sacrifice in color or quality, detail or design. The cost is low.
Put Punch in Point-of-Purchase

a new study of the male youth market through the audiences of seven magazines

LOOK Boys' Life Junior Scholastic LIFE Scholastic ROTC POST Senior Scholastic

For the first time. A full scale interview study of a national sample of the male youth market (11,770,000 boys 10 to 17). Conducted by the Eugene Gilbert Youth Research Organization for BOYS' LIFE magazine. Compares the 10 to 17 male youth audiences of the seven magazines that serve significantly large segments of this population group. Includes detailed comparison data on readership of the seven magazines, purchase and buying influence of thirty-seven products oriented toward youth sales or use, audience vital statistics, living standard and family socio-economic status. Available late November, 1959. Please request copies by mail: BOYS' LIFE Promotion Director, 2 Park Avenue, New York 16, New York.

SIMPSON-REILLY, LTD.
Publishers Representatives
LOS ANGELES · HALLIBURTON BLDG.
SAN FRANCISCO · CENTRAL TOWER

Hawaii Legislature Considers Budget for Economic Planning

The Hawaiian legislature is considering a proposed $70,000 advertising budget for its Economic Planning & Coordination Authority, which seeks new industry for the state. Last year the legislature canceled the budget.

1500 irresistible American advertisements 1880-1930

in a huge, new combination swipe-file, bedside-book and adman's-eye view of American social history: **THOSE WERE THE GOOD OLD DAYS.** Compiled by **Edgar R. Jones.** 447 pages. 9⅜ x 12¼. Just out. $8.50. Simon and Schuster, 630 Fifth Avenue, New York 20, N. Y.

'No Shake, Rattle or Roll,' Plymouth Commercials Trill

DETROIT, Nov. 3—Wide use of an adaptation of the popular song "Shake, Rattle & Roll" is being made by Plymouth in radio and tv commercials, as the result of an offhand remark by Louis T. Hagopian, Plymouth's director of advertising and sales promotion, made to an agency man five months ago. At that time Mr. Hagopian suggested that commercial rights to the song be looked into.

The converted version, after N. W. Ayer & Son had negotiated rights, comes out "No Shake, Rattle or Roll." N. W. Ayer's Frank Hopkins wrote the parody on the lyrics, and tv animation was by Playhouse Productions through Van Praag Productions. Eugenie Baird, a former lead in the national company of "South Pacific," is the female voice; Bill Harrington, formerly of "Hit Parade," is the male.

■ After its debut on the first Steve Allen Plymouth show, the commercial is being used in a one-minute version for radio in a spot schedule in 65 markets and in a one-minute tv version for dealer use. The two-minute version is solid music and action, in both animation and color film. Theme is a shaky and rattling car dissolving into smoothness as the commercial ends. #

Schiller Joins Audits & Surveys

Nathan Schiller has joined Audits & Surveys Co., New York, as director of its test audit division. Mr. Schiller was formerly assistant director of the marketing and social research division of Psychological Corp. Prior to that, he was manager of technical services at McCann-Erickson's Market Planning Corp. affiliate and head of sampling operations at Alfred Politz Research.

Penn Square, new multi-million dollar suburban shopping center, takes shape in Oklahoma City. Here 60 stores will be located including Montgomery Ward's largest store in the nation.

Record Oklahoma City Expansion Is Setting the Stage for the 60's

Capital improvements of $107,116,581 during the *first six months* of 1959 exceed any similar period in Oklahoma City history as the fast growing city sets the stage for the 1960's.

This report comes on top of a record year in 1958, when in a full 12 months $195,015,976 was committed for construction and expansion in the State's leading city.

The report covers outlays for new manufacturers, expansion of established industries, retail and wholesale distributors, educational facilities, churches, recreation facilities, petroleum industry, aviation and service industries.

Each year for nine years this report has shown an increase—evidence of Oklahoma City's steady growth trend that has earned it the reputation of being one of the five fastest growing cities in the entire nation.

Sales have kept pace with Oklahoma City's growth, trending continually upward, even through recent years when other parts of the nation were lagging.

Are your sales sharing in this climb? Get growth in your sales with a solid selling campaign in newspapers set for the sixties — The Daily Oklahoman and Oklahoma City Times.

Growing Circulation
March 31, 1959 Publishers Statement shows
total daily combined circulation 270,063 Up 12,660
Total Sunday circulation 242,783 Up 5,572

THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES

Published by The Oklahoma Publishing Company Represented by The Katz Agency

Curb Inflation by Increased Thrift Ads, Bankers Told

BALTIMORE, Nov. 3—Advertising is only a tool which becomes effective for banks when applied under the guidance of skilled counselors, Robert P. Perrin, advertising manager for the U.S. Savings & Loan League, told members of the Maryland chapter at its annual convention.

Stating that more intensive advertising campaigns on the part of banks are necessary to promote thrift and curb erosion of the dollar's buying power, Mr. Perrin cautioned that advertising won't click unless management is both capable and aggressive. Inflation was named the number one problem facing the nation, and he said that banks can help alleviate the situation by transferring advertising emphasis from high rates of dividends paid to new attractive loan plans.

Heavier advertising was also deemed essential to help meet the competition for consumers' savings. Bankers were told that home loans should be promoted more heavily by banks to offset a trend toward the government loans to home buyers on a vast scale.

■ W. O. DuVall, head of the Atlanta Federal Savings & Loan Assn., revealed that the Savings & Loan League and the U.S. Savings & Loan Assn. will initiate a motivation research program to determine why savers deposit in various types of financial institutions or invest in the stock market.

"We must insist that the 'voice of thrift' be heard in all the financial councils of the nation," Mr. DuVall stated. "The greatest challenge to management is the maintenance of our record achievement in attracting savings and the further extension of savings and loan services."

■ Promotional sights in financing should be elevated to prepare for the building of 2,000,000 new homes annually in the early 1960s, according to David Ford, president of the Savings Assn. League of New York State. In the race for consumers' dollars, bankers should keep in mind that only the skillful application of promotional tools and techniques can top the efforts of competitors, Mr. Ford said. #

Ads Get the Credit for 13% Increase in Jamaica Tourists

Tourist arrivals in Jamaica have increased 13% in the past nine months, and the credit is being given to the Jamaica Tourist Board's advertising. During the first nine months of 1959, a total of 150,350 visitors had visited the island, compared to 133,369 in the first nine months of 1958.

"Come to Jamaica—It's no place like home" is the current ad theme which is being credited by Abe Issa, tourist board chairman, as a "prime element" in the tourist upsurge. Each ad features a celebrity: So far Noel Coward, Mary Martin, Leonard Bernstein and Victor Borge have been pictured "in an attitude of transcendant enjoyment against a spacious Caribbean background of stirring other-worldliness," as the tourist board describes it. Norman, Craig & Kummel, Caracas, handles the account.

'SEP' Promotes Huff

William J. Huff, formerly assistant to the advertising manager of *The Saturday Evening Post*, has been named assistant sales manager of the magazine, a new post. Robert Kenneth McMillan, formerly with National Analysts Inc., has joined the *Post* as senior research associate.

CIRCULATION

TODAY, OVER

1,400,000

THERE'S ALWAYS ONE IN EVERY GROUP!

Okay! Let's talk circulation...

Circulation for the October 1959 issue of POPULAR MECHANICS was well over 1,400,000* . . . the largest October circulation in our 57-year history. The average net paid circulation for the last quarter of this year will exceed 1,400,000. To advertisers, it is significant that POPULAR MECHANICS will deliver a bonus during this last quarter of more than 150,000.

POPULAR MECHANICS is already delivering 100,000 more per issue than the circulation on which advertising rates will be based *next year.*

But there's more to circulation leadership than just figures. *There's policy.* Of first importance at POPULAR MECHANICS is the strict policy of maintaining the value to advertisers of a highly selective audience. Our circulation gains reflect an expansion of this audience . . . an increase in the number of readers who share a common interest. Strict adherence to this policy precludes any frantic rush into forced circulation gains.

We believe sound circulation policies and practices are among the reasons why, today, PM continues to lead its field in circulation, readership and advertising.

*based upon publishers estimate

POPULAR MECHANICS

May we remind you of Popular Mechanics' consistently strong leadership in newsstand sales

Puts Men **in Motion**

Gamut Advertising Adds 1

Gamut Advertising, Garden City, N.Y., has been named to handle advertising and publicity for "Know Long Island," a 320-page study sponsored by the Long Island Assn. It will be published Jan. 1, 1960.

sales presentations

murryhill 3-8215

rapid art service, inc.

art studio • typesetting and letterpress • displays
silk screen printing • box easels and binders • exhibits
304 E. 45TH STREET, NEW YORK 17, N.Y.

Barney Ruben, 74, President of Bond Stores Chain, Dies

NEW YORK, Nov. 3—Barney Ruben, 74, chairman and president of the Bond Stores clothing chain, died Oct. 27 in Doctor's Hospital after a long illness.

Born in Poland, Mr. Ruben's career in the clothing business began shortly after he came to this country with his parents when he was about ten years old. From a $1.50-a-week bundle boy in a men's clothing factory in Rochester, N. Y., where his family settled, he progressed to machine operator, foreman, designer and finally proprietor of his own factory.

■ His affiliation with the predecessor of the present Bond Stores began in the early 1920s. In 1937 he was one of the organizers of the present national chain; he became its president and chairman in 1944.

RALPH S. PARSHALL

PORTLAND, ORE., Nov. 3—Ralph Stanley Parshall, 48, vp and production manager of Botsford, Constantine & Gardner, Portland, died here Oct. 21. Mr. Parshall was born in 1910 in Grand Ridge, Ill., and moved to Portland when a child. He joined the staff of BC&G in 1936.

R. B. BROSSIER

ORLANDO, FLA., Nov. 3—R. B. Brossier, 68, formerly co-owner and business manager of the *Orlando Sentinel*, died Oct. 22 of a kidney complication, following two heart attacks. Mr. Brossier, twin brother of J. C. Brossier, editor emeritus of the *Orlando Evening Star*, was widely known in newspaper circles. He also was engaged in the real estate business.

CECIL M. MATHESON

MONTREAL, Nov. 3—Cecil M. Matheson, 60, pulp and paperboard marketing director of the Fraser companies here, died Oct. 28. He was also a director of Fraser Paper Ltd. and Restigouche Co. During the war he served as pulp administrator for the Canadian government's prices and trade board.

HENNING PRENTIS JR.

LANCASTER, PA., Nov. 3—Henning W. Prentis Jr., 75, chairman of Armstrong Cork Co., and a former president of the National Assn. of Manufacturers, died here Oct. 29 of a cerebral thrombosis.

Born in St. Louis, Mr. Prentis was graduated from the University of Missouri and took his M.A. degree at the University of Cincinnati. Before going with Armstrong Cork Co. in 1907 he was secretary to the president of the University of Missouri.

From 1911 to 1920 he was manager of the company's first advertising department. The latter year he was transferred to Lancaster from Pittsburgh and appointed general sales manager of the company's floor division. He was elected a vp and to the board in 1926, became 1st vp in 1929 and president in 1934. In 1950 he was named chairman of the board.

■ In 1942 he was deputy director of the war production board, and in 1954 was named by former President Herbert Hoover to head a task force studying overseas economic operations of U.S. government agencies.

Mr. Prentis was a director of the Mellon National Bank & Trust Co., Pittsburgh, Borden Co., New York, and Atlantic Refining Co., Philadelphia. In 1954 he received the Legion of Honor medal and in 1956 the Henry Laurence Gantt gold medal awarded by the American Management Assn. and the American Society of Mechanical Engineers for distinguished achievement in industrial management.

FRANK McFADEN

ATLANTA, Nov. 3—Frank McFaden, 58, local advertising manager of *Look*, died here Oct. 24 of a heart attack.

Born in Lynchburg, Va., Mr. McFaden was graduated from Hampden Sydney College, Hampden Sydney, Va., and started his career in the advertising business with Cecil, Baretto & Cecil, Richmond agency. Five years later he moved to New York to become media manager of the old Cecil, Warwick & Cecil agency there.

In 1933, Mr. McFaden joined the sales staff of *Liberty*, then published by Macfadden Publications. In 1941 he left the magazine to join the Biow Co. as an account executive, but the following year he returned to the magazine publishing field as a salesman for *Look*. In July, 1944, he opened *Look's* Philadelphia advertising office as Philadelphia advertising manager; in 1957 he moved here to open *Look's* Atlanta office.

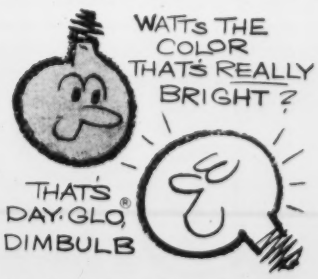
Woodlin to Jepson-Murray

Woodlin Metal Products Co., Marshall, Mich., has appointed Jepson-Murray Advertising, Lansing, to handle advertising, sales promotion, market research and public relations. Woodlin manufactures mobile home windows, ventilating equipment and furniture.

In Philadelphia nearly everybody reads The Bulletin

The Evening and Sunday Bulletin, Philadelphia

ADVERTISING OFFICES: Philadelphia • New York • Chicago
REPRESENTATIVES: *Sawyer Ferguson Walker Company* in Detroit • Atlanta • Los Angeles • San Francisco
FLORIDA RESORTS: *The Leonard Company* • Miami Beach



There is only one genuine Day-Glo! Day-Glo is the registered trademark of Switzer Bros., Inc. Cleveland 3, Ohio, for daylight fluorescent products.

Family Weekly

Congratulates

the food manufacturers whose advertising and promotional programs were voted the

"TOP PROMOTIONS OF THE YEAR"

The annual Food Field Reporter award based a continuing survey of Supermarket operators

The following advertising programs which were run in FAMILY WEEKLY have been voted the "Top Promotions of the Year" awards:

General Foods Corp.....Introduction of Tang
Colgate-Palmolive Co.....Ad Dinnerware Premium
Aluminum Co. of America..Alcoa Wrap Wagonload Contest
H. J. Heinz Co.....Heinz $100,000 Contest
Kraft Foods Co.....Kraft Lenten Menus Promotion
General Foods Corp.....Jell-O-Week Advertising
Pillsbury Mills, Inc.....Pillsbury's New Cake Mixes

We are particularly proud that SEVEN of the award-winning promotions were carried in FAMILY WEEKLY. This recognition by food manufacturers of the sales importance of our 187 mighty middle markets and of saturation coverage of the areas in which 15% of all U.S. retail sales are made reflects the big contribution FAMILY WEEKLY can make to any national sales picture. The unduplicated combination of saturation coverage, high readership and local consumer-dealer impact in a giant market where 27.4 million people live and shop make FAMILY WEEKLY a mighty important buy alone or in combination with other media. Get the full story from your nearest FAMILY WEEKLY representative. Extra sales for you can be the result.

FAMILY WEEKLY MAGAZINE, INC.

Leonard S. Davidow, Publisher
Patrick E. O'Rourke, Advertising Director
153 North Michigan Avenue, Chicago 1

NEW YORK 22: 405 Park Avenue
DETROIT 2: 3-223 General Motors Bldg.
CLEVELAND 15: 604 Hanna Bldg.
ATLANTA 3: Cogill, Pirnie & Brown, 1722 Rhodes Haverty Bldg.
LOS ANGELES 5: 3670 Wilshire Blvd.
SAN FRANCISCO 4: 235 Montgomery Street

THE WORLD'S LARGEST MARKET THAT CAN BE REACHED IN SUCH DEPTH WITH A SINGLE MEDIUM

Distillers Corp.-Seagrams Reports Sales, Net Gains

Distillers Corp.-Seagrams Ltd., Montreal, has higher sales and profits for the fiscal year ended July 31, 1959. Consolidated sales totaled $731,352,933 and net profit was $27,131,333, compared with $704,530,398 and $25,617,341, respectively, in the preceding year. However, the corporation's principal subsidiary in the U. S., Joseph E. Seagram & Sons, New York, which produces and markets through the House of Seagram most of the Seagram liquor brands, while reporting higher sales, had lower profits. Its consolidated net sales in the fiscal year ended July 31, 1959, were $665,578,940 and its net profits were $13,600,732, compared with sales of $645,381,971 and net profits of $14,522,321 in the preceding year.

Bundgus Joins Kastor, Hilton

Jules Bundgus, previously a television supervisor at Lennen & Newell, has been named to the new post of vp in charge of radio and television at Kastor, Hilton, Chesley, Clifford & Atherton, New York.

Hutaff Joins WGR, WGR-TV

Charles Hutaff, who previously headed his own public relations company, Charles Hutaff Associates, has been named promotion manager of WGR, WGR-FM and WGR-TV, Buffalo.

NEW ARTWORK—*Four Roses Distillers Co. will use new artwork for the first time in several years in color spreads in Life, Look and The Saturday Evening Post. Young & Rubicam is the agency.*

Four Roses Sets New Art, Copy in 4-Brand Yule Push

NEW YORK, Nov. 3—Four Roses Distillers Co., a unit of the House of Seagram, at the end of November will launch one of the largest holiday promotions in its history.

It will use color pages in *Life*, *Look*, *Time* and *The Saturday Evening Post* for its Four Roses blended whisky and its Antique Kentucky straight bourbon. *Time* will carry the Antique copy only; *Life* the Four Roses copy only, and *Look* and *The Saturday Evening Post* will carry copy on both brands by means of split runs.

In addition, Four Roses will use 125 newspapers and Antique 150 throughout the Christmas season.

Young & Rubicam is the agency for both brands.

For its Paul Jones whisky, the company will use b&w ads in *Look* and about 60 newspapers.

For its Wilson brand, 20 newspapers and extensive point of sale material will be used.

Doherty, Clifford, Steers & Shenfield is the agency for Paul Jones and Wilson.

■ Four Roses, which has used color pages in magazines for the past 26 years to help popularize the eggnog as a holiday drink, this year will use new artwork and copy for the first time in several years. #

Leach Heads Cowles Unit

Leland S. Leach, formerly vp and general manager of Home Reader Service, a subscription affiliate of Cowles Magazines, has been appointed president, succeeding Harold Webber. Mr. Webber returned to Cowles Magazines as a vp and board member. Succeeding Mr. Leach is John R. Loder, formerly a field operations manager of HRS. Michael J. Batza, sales manager, has been named a vp of the company.

Rol-Zon to Ritter, Sanford

Dunhill Inc., Weston, Mass., has appointed Ritter, Sanford, Price & Chalek, New York, to handle advertising and public relations for its Rol-Zon line of pet care items.

You, too, can get effective merchandising help in Muncie

Westinghouse broke ground on November 5th, 1959, for the new multi-million dollar transformer plant in Muncie, Indiana, adding more strength to the "Money Making" Muncie Market!

The MUNCIE STAR ★ MUNCIE EVENING PRESS
MUNCIE, INDIANA
National Representatives: Kelly-Smith Company

this is money... Readers of the Rotarian Magazine have an average annual income of $14,429.

this is influence... 90% of Rotarian Magazine readers play an active part in company buying. 53% are active in local, regional and national civic and community affairs.

this is spending... 82% are active travelers—take more than 12 trips a year. 84% own their own homes.

this is The Rotarian magazine, which brings you this wealthy, influential audience of 357,390 subscribers at the low, low cost of $3.69 a thousand.

We'll be happy to send you a complete study of THE ROTARIAN Reader, done for us by Market Facts, Inc.

Send for the study of REVISTA ROTARIA too! It's the Latin American counterpart of THE ROTARIAN with a circulation of 43,462.

The Rotarian Revista Rotaria
1600 Ridge Ave., Evanston, Ill.

ABC AUDITED PAID CIRCULATION

1000 SALES IDEAS ONLY $10

Successful ideas from successful companies on SALES, MERCHANDISING, ADVERTISING, PROMOTION!

Each month, for a year, you receive Briefed with its 100 or more sales-tested, profitable experiences . . . showing results produced . . . as reported in the nation's leading business and trade publications. Adapt them to your own profitable use. Worth many times the $10 you send!

BRIEFED
400 Madison Ave. (Dept. A), N. Y. 17

"How's that again? The New York News has 2,200,000 adult readers who read no other New York newspaper? You say 65% of the exclusives are in the over-$5,000 income levels? Doesn't leave us much choice, does it?"

The boom at the upper level

is crowding the stadiums

Make the most of it in TIME

Any Saturday this fall, you'll see it in the cut of the clothes . . . you'll see it in the makes and models that fill the stadium parking lot. You'll see the boom at the upper level.

In the ten years past, the total number of American families has increased 22%. But the number of families making $10,000 and over has soared 235% . . . the number of two-car families, as one example, has gained 333%.

This boom is populated by some 8 to 10 million well-educated, handsomely incomed Americans.

They're the families who establish styles and national habits without half trying. They include the men responsible for most major local and national decision-making.

Not all of them read TIME, to be sure, but those who don't are surrounded by those who do—by friends, business associates and family.

The influence and buying authority of the people on the upper level can mean the difference between off-years and big selling years to any advertiser.

There is only one place to reach them with maximum impact—in TIME, The Weekly Newsmagazine.

"Look at this chart of magazine circulation for the last 7 years." "And

TV GUIDE

CIRCULATION PROGRESS CHART

(Dec. 31 ABC figures as published in SRDS)

1953		1954		1955		1956		1957	
1. LIFE	5,401,325	1. LIFE	5,417,664	1. READER'S DIGEST*	10,231,990	1. READER'S DIGEST	10,718,943	1. READER'S DIGEST	11,390,918
2. JOURNAL	4,926,515	2. JOURNAL	4,944,453	2. LIFE	5,473,957	2. LIFE	5,738,226	2. LIFE	5,961,154
3. McCALL'S	4,555,927	3. POST	4,564,742	3. JOURNAL	4,965,541	3. JOURNAL	5,320,300	3. JOURNAL	5,614,599
4. POST	4,444,900	4. McCALL'S	4,556,832	4. POST	4,746,670	4. POST	4,950,061	**4. TV GUIDE**	**5,470,177**
5. COMPANION	4,381,734	5. COMPANION	4,215,920	5. McCALL'S	4,624,380	5. McCALL'S	4,830,102	5. POST	5,449,193
6. FAMILY CIRCLE	4,115,074	6. BH&G	4,094,769	6. BH&G	4,176,090	6. BH&G	4,302,019	6. LOOK	5,378,464
7. WOMAN'S DAY	3,957,818	7. FAMILY CIRCLE	4,085,572	7. COMPANION	4,118,256	**7. TV GUIDE**	**4,218,832**	7. McCALL'S	5,303,239
8. BH&G	3,780,883	8. LOOK	3,868,470	8. FAMILY CIRCLE	4,060,469	8. LOOK	4,191,057	8. BH&G	4,379,237
9. LOOK	3,711,115	9. WOMAN'S DAY	3,794,223	9. LOOK	4,047,133	9. COMPANION	4,116,557	9. GOOD HSKPG.	4,233,252
10. COLLIER'S	3,648,510	10. COLLIER'S	3,712,187	10. COLLIER'S	3,776,538	10. COLLIER'S	4,003,595	10. FAMILY CIRCLE	3,942,905
11. GOOD HSKPG.	3,486,242	11. GOOD HSKPG.	3,493,071	11. CONFIDENTIAL	3,674,423	11. FAMILY CIRCLE	3,928,826	11. AMERICAN HOME	3,259,925
12. AMERICAN HOME	3,053,795	12. AMERICAN HOME	3,090,411	12. GOOD HSKPG.	3,619,750	12. GOOD HSKPG.	3,815,085	12. WOMAN'S DAY	3,111,942
13. AMERICAN LEGION	2,766,647	13. AMERICAN LEGION	2,763,564	13. WOMAN'S DAY	3,410,172	13. CONFIDENTIAL	3,269,954	13. CORONET	2,975,434
14. CORONET	2,676,114	14. AMERICAN	2,660,502	**14. TV GUIDE**	**3,200,004**	14. AMERICAN HOME	3,150,764	14. AMERICAN LEGION	2,742,504
15. AMERICAN	2,642,049	15. CORONET	2,656,491	15. AMERICAN HOME	3,113,534	15. WOMAN'S DAY	3,141,051	15. HOUSEHOLD	2,646,808
16. TRUE STORY	2,484,280	16. TRUE STORY	2,588,937	16. CORONET	2,799,281	16. AMERICAN LEGION	2,741,243	16. TRUE STORY	2,625,967
17. HOUSEHOLD	2,378,764	17. HOUSEHOLD	2,419,866	17. AMERICAN LEGION	2,741,371	17. CORONET	2,735,748	17. REDBOOK	2,591,676
18. NAT'L GEOGRAPHIC	2,070,464	**18. TV GUIDE**	**2,209,177**	18. AMERICAN	2,683,289	18. HOUSEHOLD	2,692,575	18. TRUE	2,278,230
19. REDBOOK	2,056,358	19. REDBOOK	2,148,821	19. TRUE STORY	2,670,952	19. TRUE STORY	2,688,987	19. TIME	2,214,251
20. TRUE	1,780,289	20. NAT'L GEOGRAPHIC	2,080,163	20. HOUSEHOLD	2,473,811	20. REDBOOK	2,395,580	20. NAT'L GEOGRAPHIC	2,178,000
21. TIME	1,763,948	21. TIME	1,844,150	21. REDBOOK	2,252,429	21. TRUE	2,227,483	21. CONFIDENTIAL	1,976,892
22. TRUE CONFESSIONS	1,656,454	22. TRUE	1,751,606	22. NAT'L GEOGRAPHIC	2,114,099	22. NAT'L GEOGRAPHIC	2,144,704	22. PARENTS'	1,747,717
23. PARENTS'	1,538,234	23. EVERYWOMAN'S	1,700,006	23. TIME	1,936,856	23. TIME	2,059,536	23. EVERYWOMAN'S	1,688,022
24. TV GUIDE	**1,515,221**	24. PARENTS'	1,613,953	24. TRUE	1,808,182	24. TOWN JOURNAL	1,876,272	24. BOY'S LIFE	1,648,019
25. WORKBASKET	1,497,277	25. TOWN JOURNAL	1,593,529	25. PARENTS'	1,657,032	25. EVERYWOMAN'S	1,766,532	25. ARGOSY	1,459,637

look at TV Guide's growth."

1958		Latest announced rate base 1959	
1. READER'S DIGEST	12,025,478	1. READER'S DIGEST	12,000,000
2. TV GUIDE	**6,346,629**	**2. TV GUIDE**	**7,250,000**
3. LIFE	6,080,811	3. LIFE	6,500,000
4. POST	5,780,564	4. POST	6,000,000
5. LOOK	5,704,025	5. LOOK	6,000,000
6. JOURNAL	5,691,672	6. McCALL'S	6,000,000
7. McCALL'S	5,338,349	7. JOURNAL	6,000,000
8. FAMILY CIRCLE	5,103,482	8. FAMILY CIRCLE	5,000,000
9. BH&G	4,664,182	9. BH&G	4,850,000
10. GOOD HSKPG.	4,465,515	10. WOMAN'S DAY	4,350,000
11. AMERICAN HOME	3,266,354	11. GOOD HSKPG.	4,300,000
12. WOMAN'S DAY	3,242,545	12. AMERICAN HOME	3,600,000
13. CORONET	3,068,430	13. CORONET	3,100,000
14. REDBOOK	2,797,828	14. REDBOOK	2,850,000
15. AMERICAN LEGION	2,755,353	15. AMERICAN LEGION	2,700,000
16. HOUSEHOLD	2,739,601	16. TRUE STORY	2,500,000
17. TRUE STORY	2,534,131	17. TIME	2,450,000
18. TIME	2,291,492	18. NAT'L GEOGRAPHIC	2,300,000
19. NAT'L GEOGRAPHIC	2,257,553	19. TRUE	2,300,000
20. TRUE	2,251,382	20. BOY'S LIFE	2,000,000
21. PARENTS'	1,792,618	21. PARENTS'	1,825,000
22. BOY'S LIFE	1,788,532	22. ARGOSY	1,400,000
23. ARGOSY	1,400,961	23. NEWSWEEK	1,350,000
24. TRUE CONFESSIONS	1,363,881	24. POP. MECHANICS	1,300,000
25. WORKBASKET	1,340,161	25. Mod. Screen, Pop. Science, Scouting, True Conf.	1,250,000

Frozen Food Sales to Hit $5 Billion by '69, Fowler Says

CHICAGO, Nov. 3—A glowing picture of the prepared frozen foods business in the '60s—including frozen food sections covering 25% of grocery store floor space—was painted here last week by John B. Fowler Jr., chairman of Seabrook Farms Co., Seabrook, N. J.

Speaking at the National Prepared Frozen Foods Processors Assn. meeting here, Mr. Fowler cited a number of market growth trends and predicted that by 1969 the frozen foods industry will be producing four billion packages of prepared frozen food a year—three times present volume.

Sales of all kinds of frozen foods, he said, will reach $5 billion at retail—more than twice the present annual level.

■ On the national scene, he said, the population by 1969 will be 215,000,000, average family incomes will be up 50%, the gross national product will be about $700 billion, outlays for new plants and equipment will be about $60 billion a year and the investment in industrial research will be $20 billion.

He then cited these specific factors he said would benefit the frozen foods industry in 1969:

• A large population of young married women who will be especially conscious of the nutritious quality and the convenience of frozen foods. By 1969, Mr. Fowler said, half of all married women will have jobs outside of the home.

• A huge population of teen-agers, who will, by 1969, constitute a $20,000,000 market.

• A greatly expanded population of old people, who will want frozen foods constituted with an awareness of calories, cholesterol levels and nutrition.

• A drive-in restaurant industry of 75,000 operations, compared with about 37,000 at present.

• School lunch programs in almost all of the nation's schools. Prepared frozen foods are a natural for this market, but only 10% of the food now being served in schools is frozen, he noted.

■ Because of the greatly increased demand for frozen foods, Mr. Fowler prophesied, these foods will emerge from their crowded cabinets and appear on conventional shelves, protected only by an air curtain.

But if all these market potentials are going to be manifest, he said, the frozen food is going to have to spend a lot more money on research and development. And this, he emphasized, means the industry must produce greater profit margins than it presently is.

"No frozen food operation today is making enough money to pay for the kind of research that we should be doing on frozen foods," he said. #

Rowe Joins Paramount

Gerald Rowe, formerly a copywriter at Lennen & Newell, has been named advertising manager of Paramount Pictures Corp., New York. Mr. Rowe will assume the duties of Jerry Levine, who resigned as advertising executive. Mr. Rowe was succeeded at Lennen & Newell by Herman Silver, who was previously advertising copy chief of Columbia Pictures.

Taco Heaters to Chirurg

Taco Heaters Inc. has appointed James Thomas Chirurg Co., Boston, to handle its advertising. Creamer-Trowbridge Co. is the previous agency of record.

Carling Names Two

Arnold C. Graham Jr. has joined Carling Brewing Co., Cleveland, in the new position of assistant to the vp for national media planning. Mr. Graham was formerly director of advertising and sales promotion of Goebel Brewing Co., Detroit. Carling also has named Charles E. Hassett special assistant to the marketing vp, also a new post. Mr. Hassett formerly was general counsel for the Army & Air Force Exchange Service.

Buebendorf to Hollingbery

Ronald L. Buebendorf, formerly in the advertising department of Macmillan Co., has joined George P. Hollingbery Co., radio-tv station representative, as assistant director of the sales development and research department, replacing Alex Bronzo, who resigned. Hollingbery has been named national representative for WJET, Erie, Pa., formerly handled by Forjoe & Co.

Young to Engineering Book

George L. Young, formerly associate media director of Griswold-Eshleman Co., Cleveland, has joined *Mechanical Engineering* and *Mechanical Catalog*, publications of the American Society of Mechanical Engineers, New York, as advertising representative in Cleveland.

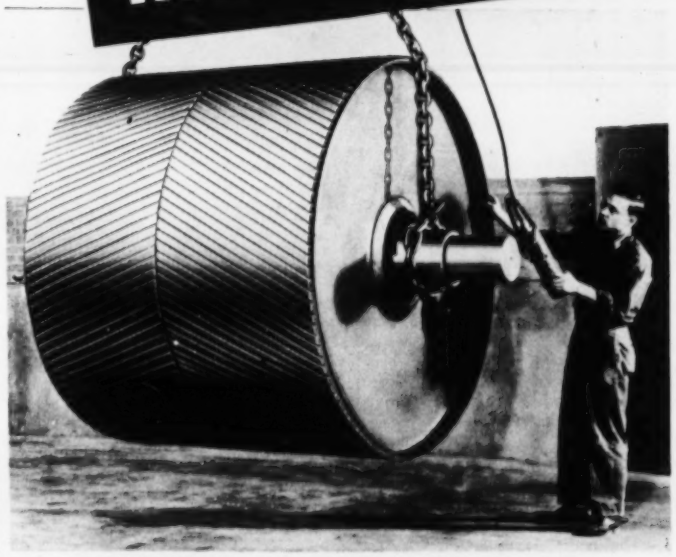
AMERICAN JUDGING AGENCY

would like an opportunity to discuss handling your next contest.

Post Office Box 12443
Houston 17, Texas
Telephone
Mission 4-4371

Another Product of the

DIVERSIFIED SOUTH BEND, IND. MARKET



TAPER-LOCK steel conveyor pulley, one of the power transmission products manufactured by Dodge of Mishawaka.

Dodge Manufacturing Corporation's mechanical power transmission products turn the wheels of industry both in America and abroad. This 80-year old company is another major influence on the employment stability and on the high buying power of the South Bend market.

South Bend . . . An Advertiser's Market

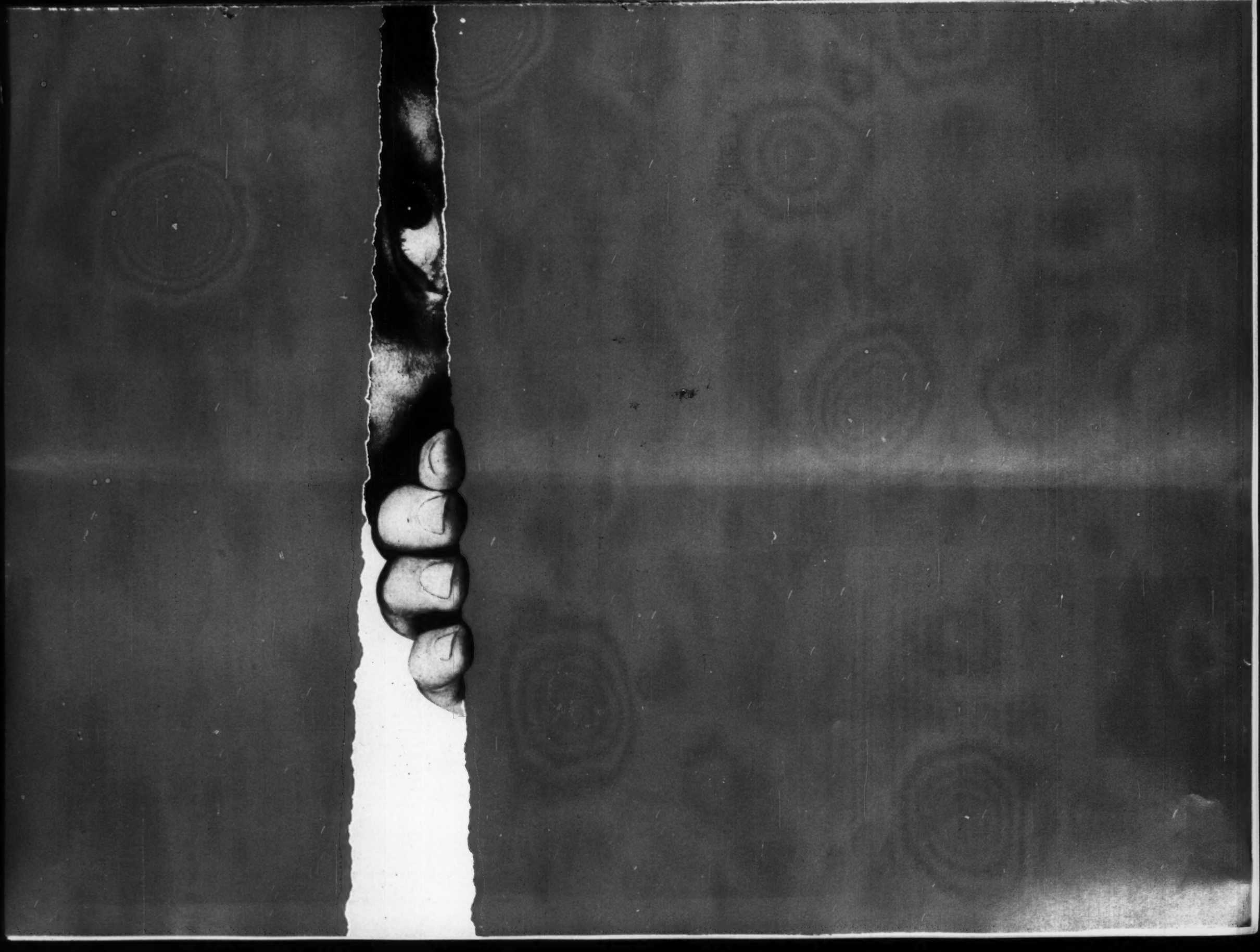
A wide diversity of industry, plus commerce and agriculture give excellent stability and balance to the South Bend market. In 1958, household income in South Bend's Metro Area was $7187 . . . 1st in Indiana; 15th nationally! And equally important to advertisers, one newspaper, the South Bend Tribune, saturates this market and gives 62.4% coverage of South Bend's 7-county Trading Zone. Here's a high income market that is covered by one newspaper. Get all the details in free market data book.

The South Bend Tribune

TEST TOWN U.S.A.

The South Bend, Ind. Market
Seven Counties, over
One-Half Million People

Franklin D. Schurz—Editor and Publisher
STORY, BROOKS & FINLEY, INC., NATIONAL REPRESENTATIVES



YOUR
ADVERTISING
IN
SAN FRANCISCO
GETS

UNDIVIDED ATTENTION

IN THE COMBINED
NEWS-CALL BULLETIN

Look at it this way. Advertising dollars are budgeted to make a profitable sales impression.

In San Francisco, two morning newspapers compete for the same readers. The available audience is divided.

In the evening, ONE newspaper — the NEWS-CALL BULLETIN — gets UNDIVIDED attention. One economical buy gives you total coverage of every evening newspaper reader. Greater impact. Smaller cost. And the largest newspaper circulation in the city of San Francisco and in the 3-county market of San Francisco, San Mateo and Marin.

There's no other way to look at it. For effective coverage of San Francisco, the NEWS-CALL BULLETIN is basic.

Wire, write or phone Moloney, Regan & Schmitt for any assistance needed to get your schedule started.

Key to the Golden Gate

NEWS—CALL BULLETIN

San Francisco's ONE Great Evening Newspaper

Represented Nationally by Moloney, Regan & Schmitt

This is Pittsburgh

Conductor William Steinberg has developed the Pittsburgh Symphony Orchestra into one of the world's best, winning special plaudits for children's and "industrial" concerts.

Josie Carey, Sylvania Award Winner and last year's "Man of the Year" in entertainment with "Mr. Wrinkle" and "Ludwig Von Lion". She's on the air five days a week for KDKA-TV, Pittsburgh's most-watched channel by far.

No egghead she, Mrs. Dorothea Neilson, librarian, is one of 4.5 million Pittsburgh area viewers informed, entertained and sold by top-rated KDKA-TV.

Culture, kids and classrooms go into the melting pot of contemporary Pittsburgh...where KDKA-TV's cameras distill the best of living for the area's largest TV audiences. KDKA-TV can put *your* product on Pittsburghers' minds and in their homes, too. Just ask us how.

KDKA 2 TV Pittsburgh

Represented by: Television Advertising Representatives, Inc.

WBC Westinghouse Broadcasting Company, Inc.

Advertising Age

Broadcast Advertising Section

THE NATIONAL NEWSPAPER OF MARKETING

Utopia Lost . . .

TV Quiz Furor Rekindles Ire of Legislators

May Start Move to Require Licensing of Networks

WASHINGTON, Nov. 5—Just when the broadcasting industry might have begun to feel that its relationships with federal authority were on a more comfortable basis, the tv quiz investigation has stirred such a fuss that no one can predict the end result.

Although anti-trust issues continue to simmer on the back of the stove, the calm that prevailed through mid-summer suggested that broadcasters might be entering a new Utopian era here.

■ Under pressure from the Department of Justice and the Federal Communications Commission, tv networks reached a point where changes in some of their business practices could no longer be postponed. But compromise was in the air; and there were signs that on major issues like option time and multiple ownership, the industry's viewpoint would ultimately prevail.

Under the chairmanship of John Doerfer, the Federal Communications Commission has given the industry a degree of autonomy that it never achieved in the past. In accordance with his philosophy, it has studiously steered clear of any interference in the industry's programming "product," and it has resisted the Justice Department's demands for the complete elimination of option time.

■ As a result of the quiz investigation, however, the commission's "hands off" policies are being questioned. Many members of the House subcommittee on legislative oversight feel the commission failed to protect the public in-

(*Continued on Page* 87)

Where Networks Get Their Income

Advertising Age Compilation from FCC Reports

(Millions of Dollars)

	RADIO				TELEVISION			
	Network Operations		Network Owned Stations		Network Operations		Network Owned Stations	
	1958	1957	1958	1957	1958	1957	1958	1957
Time Sales								
Network Time	33.4	36.5	1.7	1.7	277.5	257.3	127.3	112.3
Nat'l, Reg'l. Spot	——	——	22.3	23.0	——	——	73.5	58.5
Local	——	——	11.4	11.3	——	——	24.6	23.4
Profit (or Loss)								
Before Taxes	(9.3)	(8.5)	5.6	8.4	34.0	30.7	43.0	40.0

PROFIT AND LOSS—*For the first time, figures are reported here showing separate breakdowns of network income from network operations and station operations in tv, radio. AA compilation shows network-owned tv stations big earners, radio networks in red.*

Recreational Opportunities, Too . . .

Radio Stations Are Nifty Business —Don't Let FCC Data Fool You

Third of Stations Show Losses, FCC Reports; But It's Not Full Story

By Stanley E. Cohen

WASHINGTON, Nov. 4—Radio's a business where the smart money obviously doesn't take statistics seriously.

If Federal Communications Commission reports were to be taken at face value, more than a third of the stations operate at a loss.

But this doesn't seem to discourage the investors, who stand in line for the opportunity to build a new station, or to buy an established one.

■ In aggregate, the financial showing of the radio industry, as reported by FCC, would hardly make a broker's heart skip a beat.

Average profit per station has drifted from $24,500 in 1950 to $15,100 in 1955 and only $13,100

(*Continued on Page* 84)

TV Finance: Eight Stations Exceed $3,000,000 Profit

WASHINGTON, Nov. 2—The pioneer, "pre-freeze" vhf stations are still the big money makers in television, but the post-freeze vhfs are improving their showing.

Median profit of 93 profitable pre-freeze vhfs was $930,000 in 1958, according to Federal Communications Commission data, with at least eight stations reporting profits in excess of $3,000,000 before taxes, and nearly half of the stations making at least $1,000,000.

■ While this compares with median profit of only $98,000 for 191 post-freeze vhfs, the number of unprofitable postwar vhf operations was down, and the number with profits in excess of $400,-

(*Continued on Page* 73)

Scandal Surpasses Mediocrity in '59 . . .

TV Shaken as Quiz Becomes Dirty Word

Other Developments: Fall Sees Record Number of Specials, 'Spot Carriers'

By Maurine Christopher

NEW YORK, Nov. 5—Television has had plenty of excitement this year, but it was strictly off-screen and of a kind the industry would prefer to do without.

The timing was a masterpiece of irony. Tv, already worried about the rising crescendo of public criticism of its middle-brow, mediocre programming, was in the process of opening a new $750,000-$1,000,000 "information office" to put television's best foot forward.

At almost the same moment the skeletons came tumbling out of the long abandoned isolation booths. In no time at all quiz became a dirty four-letter word and the scandal, which had touched the industry superficially in the fall of 1958, shook tv to its foundations.

■ The story of the crooked quizzes and their well-coached, now rich contestants is still far from ended. At this point no one can predict what lasting effects this lapse of judgment will have on the tv industry.

Some observers think that FCC will now, at long last, be prodded into establishing the lines of responsibility for network programming. The networks could be licensed as the responsible parties for network programming in much the same way as stations are now licensed and held legally accountable to the commission for what they put on the air. This action could come in the form of an FCC ruling, or through new legislation, if that is required.

Judging from the testimony at

(*Continued on Page* 80)

TV Sales Forecast for 1959

By TvB

	Net Charges Time and Talent	% Gain over '58
Network	$ 773,000,000	9%
Spot	464,000,000	17
Local	273,000,000	10
Total	1,510,000,000	12

What Goes on Under the Table . . .

'Free' Plugs Abound in TV, Radio, Even as Competition Hikes Price

Profit Is $250 and Up; Many Slip Past Wary Sponsors, Agencies

By Philip A. Seitz

LOS ANGELES, Nov. 5—Getting plugs for a service or product into the program content of television and radio shows is not new.

But in recent years, plugs have become so pervasive that even the most "aware" adman may not recognize them in all their forms.

Continuity editors, sponsors and their agencies are tougher to get by than ever before but, as is often the case, this has served to stimulate those seeking plugs to greater ingenuity than ever.

■ Probably there will always be the straight product mention, thrown off in a single sentence. These are obtainable from plug specialists for a straight fee, which moves upwards from $250, and frequently, plus the gift of the product itself. But, with the general exception of live comedy and/or variety shows, such plugs can be caught by vigilant continuity guardians.

It is still true that a comedian can "ad lib" a plug that his writer has provided, but doesn't show in the script. Being live, once delivered, the plug cannot be eliminated. In the trade, Bob Hope is regarded as unequalled in tossing in a plug which is virtually unnoticeable in that it fits so well into his lines.

■ There is a type of live show in which plugs are not an under-the-table arrangement, and are acceptable. In this category are such programs as "Queen for a Day," "The Price Is Right," and "House Party." On these shows, prizes are a part of the program

(*Continued on Page* 74)

'If You Can't Beat 'em, Join 'em' . . .

Commercial TV Booms Overseas, as Sets in Use Rise to 30,000,000

See 50,000,000 by 1965; Outside U.S., Canada, Stations Total 985

By Milton Moskowitz

NEW YORK, Nov. 3—As 1960 approaches, the international television picture looks exceedingly bright.

The United States still has five tv sets for every three in the rest of the world but this balance will be overturned completely in the next decade, it seems safe to predict.

■ There are currently some 30,000,000 television receivers in use outside of this country. The total is expected to reach 50,000,000 before 1965, and by 1970 there will probably be more tv sets abroad than in the U.S.

The U.S. Information Agency reports that in the six months ended Sept. 30, 130 new tv stations went into operation outside the U.S. and Canada and the number of sets increased by 2,400,000.

■ As of Oct. 1, 985 tv stations were transmitting outside the U.S. and Canada, compared to 639 a year earlier.

Within this worldwide advance,

(*Continued on Page* 91)

EUROPEAN TV—*Winning award at International Film Festival in Cannes was this British commercial for Brooke Bond tea. It was produced by Cineastes Associes, French film company.*

Al Hollender

". . . a network report . . . you always have to ask for it."

"When the media department places an order for a program, the established commercial positioning must be part of that order."

Co-Sponsors, Cancellations, Bowl Games . . .

Inside Grey Advertising—What TV Program Board Does at a Meeting

AA Gets Up Early to Hear Agency Discuss Van Heusen, Lionel, Mennen

NEW YORK, Nov. 5—The day's work begins early for the four-man tv program board of Grey Advertising Agency.

About once a week when they are all in town, Al Hollender, head of the tv-radio department; Bill Craig, director of programming; and Larry Deckinger and Gene Accas, media toppers, gather in Mr. Hollender's office while most of the agency's offices are still dark and empty.

■ The morning AA's reporter sat in as an observer the men came in full of talk of the previous night's shows on tv—their clients' shows, of course. Messrs. Deckinger and Accas brought along their attache cases from which they took stacks of papers. The meeting started at 8:32 a.m.

Mr. Hollender suggested that it was time to start compiling the new season's "track record data" on ratings and shares for such shows as "Richard Diamond," "Bourbon Street Beat," "This Is Your Life," "Man with a Camera," "People Are Funny," "Disneyland" and "Desilu Playhouse." This, he said, should include the 24-market Nielsen data.

■ Attention then shifted to a letter Mr. Hollender was writing to ABC about Lorillard's early cancellation on "Bourbon Street Beat." None of the other men had seen this letter, but they expected to before the end of the day.

(After the meeting Mr. Hollender told AA the letter deplored the fact that a co-sponsor cancelled the program after seeing only a few shows—a bad psychological blow for a newcomer. "I don't know why they bought it in the first place if they weren't going to stay with the show long enough to see how it will do," he said. His letter assured the network that Van Heusen intends to stay with the new hour adventure series.)

■ "CBS is not going to back down on the Macy Thanksgiving Day parade issue," Mr. Hollender said in a quick change of subject. "Both clients expected an exclusive and NBC and Macy were committed to it, but apparently it is not exclusive." He voiced the hope that the clients will stay, even if this event turns out to be partly non-exclusive.

(Note: The two unnamed sponsors who are scheduled to sponsor NBC's coverage of the Macy parade are Ideal toys and Lionel trains. This is the Thanksgiving Day parade situation: NBC has Macy's in New York; ABC will air the Hudson parade in Detroit and Gimbels has a parade going in Philadelphia. CBS apparently wants to put on a 90-minute program picking up 30 minutes of each parade.)

Gene Accas

". . . a show recommended . . . we get this all the time from guys who heard someone say, 'Gee, I saw a good show last night'."

■ Mr. Craig reported that he had asked for a weekly report in advance from the networks on on-the-air promotion and other advertising, if any, being done for Grey-handled programs, with these regular spots to go to the account groups.

"We'll have to remind them every week," Mr. Hollender said sadly. "You always have to ask for it every week."

Still on the area of show promotion, Mr. Craig quoted CBS as having reported that the only print advertising the Jack Benny special could expect was a page in *TV Guide*, since that was all the specials were getting. The other men were sure they had seen newspaper ads for "Revlon Party" ("But that's different, that's a regular special," Mr. Accas quipped) and "Louie the Louse." After referring to the CBS statement on promotion allowances for the 1959-60 season, they decided Mr. Benny should be entitled to some newspaper advertising under the terms of the network policy. Mr. Craig was deputized to go back to his contact at CBS and fight for the *TV Guide* page and newspaper ads in several cities.

■ Mr. Hollender suggested that the agency must not only keep an eye open for availabilities that may come up later on regular shows but must also be alert for special events possibilities.

"Yes, if we could get the Second Coming live, we'd be interested in picking that up," Mr. Accas said.

■ The problem of negotiating for suitable commercial positions within shows was raised by Mr. Hollender. In the exchange that followed, it developed that some of the commercials for Van Heusen on "Bourbon Street" have been scheduled at the conclusion of the entertainment portion—that is between the end of the play and the closing credits.

"When the media department places an order for a program, the established commercial positioning must be part of that order," Mr. Hollender said. "I realize that sometimes an order is put through before formats have been agreed upon." But Mr. Hollender said the agency order should make commercial positioning subject to the agency approval even if the show is bought before it has been "formatted."

He noted that positioning could

". . . if we could get the Second Coming live, we'd be interested. . ."

be an especial problem when a client buys-in on an established show with a veteran co-sponsor. Case in point here cited by Mr. Craig was Grey client, Lionel, which has moved in to co-sponsor "Brave Stallion" with General Mills.

■ The spotlight shifted back to Van Heusen. "What about this query on Van Heusen and 'West Point'?" Mr. Hollender asked. "Is there an extra appropriation for the fourth quarter—or what?"

Mr. Accas said he thought the "West Point" recommendation was made by somebody "who doesn't know it's on its 19th run in some places now."

He added: "We get this all the time from guys who have heard someone say, 'Gee, isn't that a pretty girl,' or 'Say, I saw a good show last night'."

"Well, let's find out what's behind this and what the budget is before we make a program recommendation. We can't start working in a void," Mr. Hollender said.

■ Mr. Accas revealed that a package of five football bowl games—"three pretty good ones and two I never heard of"—are available toward the end of the year from CBS. He suggested that they might be a useful buy for Mennen; Mr. Hollender said it might be a good place to introduce some new Mennen products. But Dr. Deckinger thought it might be a little early.

Benrus was up next, with Messrs. Accas and Deckinger reporting an account group request for media recommendations, including strategy and tactics. They said it was a little early to put such material together for spring. Mr. Hollender suggested that they prepare specific recommendations on strategy but hold off on outlining specific tactics until "there is a little clearer picture of what the spring ratings look like."

The huddle wound up with a discussion of the network availabilities. The list included shows where a buy-in might be possible as well as programs with "clean availabilities" coming up in the next few months. In the "clean availabilities" class, particular mention was made of some of the ABC spot carriers and CBS' "Rawhide." Possibles included "Dennis, the Menace" ("My kids are nuts over that show," said Dr. Deckinger), "To Tell the Truth," "Perry Mason," "The Millionaire" and Garry Moore. There the avail-

Larry Deckinger

" 'Dennis, the Menace' . . . my kids are nuts over that show."

Top 50 Spot TV Advertisers

First Six Months of 1959 and 1958

Source: TvB Figures from N. C. Rorabaugh

1959 Rank		1959 Gross Expenditures	1958 Gross Expenditures	1958 Rank
1	Procter & Gamble	$22,444,200	$16,223,400	(1)
2	Adell Chemical Co.	8,933,600	5,179,100	(6)
3	Lever Bros.	8,618,600	8,202,300	(2)
4	Colgate-Palmolive Co.	8,030,200	7,160,700	(3)
5	General Foods Corp.	7,478,300	5,958,000	(4)
6	Warner-Lambert Pharmaceutical Co.	6,560,500	2,580,400	(11)
7	Continental Baking Co.	5,645,800	4,532,100	(7)
8	American Home Products Corp.	4,468,200	3,273,200	(10)
9	Brown & Williamson Tobacco Co.	4,167,900	5,826,700	(5)
10	Miles Labs.	4,029,100	4,044,200	(8)
11	Texize Chemicals	3,598,500	1,404,500	(26)
12	International Latex Corp.	3,444,800	1,979,700	(19)
13	Kellogg Co.	3,027,500	*	
14	Corn Products Refining Co.	2,664,600	991,700	(47)
15	Borden Co.	2,608,600	*	
16	Philip Morris Inc.	2,591,800	2,524,100	(14)
17	Bristol-Myers Co.	2,460,400	1,321,100	(29)
18	P. Lorillard & Co.	2,460,100	3,496,800	(9)
19	Standard Brands	2,356,900	1,923,100	(20)
20	J. A. Folger & Co.	2,238,100	1,301,400	(31)
21	Anheuser-Busch	1,976,600	1,283,100	(33)
22	Andrew Jergens Co.	1,962,300	2,086,900	(17)
23	Avon Products	1,941,400	1,343,340	(28)
24	General Mills	1,935,100	1,011,600	(45)
25	Food Mfrs.	1,912,500	1,508,200	(25)
26	Revlon Inc.	1,885,000	*	
27	B. T. Babbitt Co.	1,854,000	*	
28	Sterling Drug	1,851,900	2,566,700	(12)
29	R. J. Reynolds Tobacco Co.	1,823,000	1,288,200	(32)
30	Pepsi-Cola Co. & Bottlers	1,790,700	1,687,100	(24)
31	Robert Hall Clothes	1,761,500	1,790,200	(22)
32	Coca-Cola Co. & Bottlers	1,750,000	2,200,600	(16)
33	American Tobacco Co.	1,703,500	*	
34	Carter Products	1,683,200	2,300,700	(15)
35	Liggett & Myers Tobacco Co.	1,667,200	1,220,100	(35)
36	Jacob Ruppert Breweries	1,466,800	*	
37	Norwich Pharmacal Co.	1,465,700	*	
38	Continental Wax Corp.	1,453,400	*	
39	American Chicle Co.	1,452,100	1,200,110	(37)
40	Ford Motor Co., Regional Dealers	1,414,660	*	
41	Welch Grape Juice Co.	1,413,900	*	
42	Ward Baking Co.	1,370,400	1,202,200	(36)
43	Lanolin Plus Inc.	1,348,800	*	
44	Sun Oil Co.	1,326,000	*	
45	Shell Oil Co.	1,317,000	1,773,700	(23)
46	Drug Research Corp.	1,308,200	1,142,800	(39)
47	National Biscuit Co.	1,206,100	2,525,200	(13)
48	Pabst Brewing Co.	1,198,800	*	
49	Pam Enterprises	1,170,800	*	
50	Carling Brewing Co.	1,135,800	*	

*Not in top 100 spenders in first half of 1958.

Bill Craig

"Positioning for co-sponsors can be a problem . . . a case in point—Lionel and General Mills."

abilities were in the hoped for class, should any of the advertisers get in the mood for a partial "bail out" of their commitment.

Mr. Hollender said Grey would have two or three clients interested if some of these shows should open up around January.

They congratulated themselves on having a short meeting—it was over at 9:28 a.m.—and off each man went to the day's assignments. #

TV Finance: Eight Stations Exceed $3,000,000 Profit

(*Continued from Page* 71)

000 increased from 11 to 21.

■ Among the pre-freeze stations are most of the network owned outlets. Special studies from FCC data show that the 19 network-owned stations, including some uhfs, marked up a total 1958 profit of $43,000,000, an increase of $3,000,000 over 1957.

Pre-freeze vhfs generally make a better showing for a variety of reasons. Aside from the fact that they are better established, most of them are in the most important markets. A large percentage have NBC or CBS affiliations, and many are in the hands of important management groups.

■ In a report on tv's 1958 performance, the FCC noted that networks and their owned and operated stations received 50.2% of the industry's revenues in 1958. The 94 non-network owned pre-freeze vhfs accounted for an additional 25.6%, while the 401 post-freeze vhfs and uhfs received 24.2%.

Unlike radio, tv networks profit from their network operations as well as their owned and operated stations.

Special compilations from FCC statistics show networks lost $9,300,000 from radio network operations in 1958, while earning a $5,700,000 profit on owned and operated radio stations. In tv, the networks had a $34,000,000 profit from network operations in addition to the $43,000,000 turned in from the owned and operated stations.

■ Where radio losses have been increasing, tv earnings of the networks are on the upgrade, and in substantially larger sums of money.

Network losses from radio network operations increased from $8,500,000 in 1957 to $9,300,000, while profits of the network owned radio stations dwindled from $8,400,000 to $5,700,000.

Meanwhile, profits from tv network operations, which had slumped from $43,300,000 in 1956 to $30,700,000 in 1957, climbed back to $34,000,000; and profits of network owned stations were at a $43,000,000 peak, compared with $40,000,000 in 1957 and $42,100,000 in 1956.

In contrast with radio, tv puts increasing reliance on network and national and regional spot, with relatively little change in its local time sales over a three-year period.

In three years, tv's sales of network time have increased from $367,700,000 to $424,500,000, while radio's sales of network time have dropped to $46,500,000. Tv's revenues from spot are up from $281,200,000 to $345,200,000, but sales to local advertisers have shifted only from $174,200,000 to $181,300,000.

Largely because most of the promising channels are occupied, tv has exhibited little physical growth in recent months. One compilation showed that only 20 new stations have come on the air in 1959, and half of these are non-commercial educational stations.

While networks and their stations enjoyed a 10.4% increase in the sales revenues in 1958, the 94 profitable vhfs emerged with almost exactly the same income they reported in 1957. On the other hand, the 322 post-freeze vhfs had time sales totaling $223,400,000, a 19.4% increase.

As a group, the 79 remaining uhf stations had total time sales of $26,100,000, unchanged from 1957. Of the 107 pre-freeze vhfs, FCC was told 14 operated at a loss. At the same time, FCC found 104 of the post-freeze vhfs were unprofitable, and that only 23 of the uhfs ended up with a profit for their 1958 operations. #

Hoffman Agency Moves

Melvin A. Hoffman Inc., New York agency, has moved to 23 W. John St., Hicksville, L. I.

IT COMMUNICATES!

A red cape may stimulate action in Madrid or Seville or Mexico City. But, if you have merchandise to move in Western Michigan, put your pesos on WOOD-TV. It really communicates! Want to hear more? Just shout "¡Ole!" The Katz man will come charging in.

WOOD AM TV

WOODland Center,
Grand Rapids, Michigan

WOOD-TV—NBC for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing. WOOD-Radio — NBC.

'Free' Plugs Abound in TV, Radio, Even as Competition Hikes Price

(Continued from Page 71)

format.

Here, the job of corralling prizes is such a time-consuming one, that the job is often turned over to outside agents. These agents make their own arrangement with clients who want plugs, then must come up with suitable client prizes for the program(s) they service in this manner.

■ But most of the others, regardless of how set up, include payoffs of various kinds. In addition to a fee and the product, money can be paid for "expenses" incurred in the incorporation of the plug-idea in the program. It is here that the plug field has been described as wide open.

Since television is literally eating up its material, a fresh, usable idea that will help a show is considered as being in the nature of a service. This is even recognized by one continuity editor who sets up this standard: "Plugs are out of line when the value of the service does not equate with the value of the advertising." Meeting this standard, even recognizable plugs can make the grade.

■ Probably the most obvious type of plug is that made by a motion picture, television or night club personality who makes appearances to plug his picture, program, or an engagement. On "talk" shows, these personalities will often appear for a rate far lower than they usually would accept, in order to make their pitch.

Another version of this is the use of some person in the news. This can be, for example, a sports personality who is considered "news." This personality can be used for network and around-the-country appearances, in the course of which it is revealed that in the off-season he is with "so and so company."

One public relations man here asserts he thinks quite a few publications are guided in the selection of air personalities for their covers or feature articles, by the possibilities of getting mention on the personality's program.

■ The trend toward filming of programs has had its effect. There are two points of view as to whether this makes getting plugs easier or harder. One view is that continuity gets the opportunity to see film in time to insist on the removal of plugs. The other is that by its nature, film offers great possibilities for plugs.

For one thing, the alert plug seeker can learn when production is to begin, and make his contacts to inform the writers he has a product for which he wants plugs. The objective is to get the plugs written into the original script. It is also felt that since film shows usually have an established cast and format, it is easier to come up with an idea that fits into that format and its characters.

It may be that films offer the greatest opportunity to industry or institutional mentions. That is, with re-runs often constituting the cream of the profits from a series, care must be taken that product mentions do not eliminate too many potential sponsors when the series is in syndication. No advertiser will sponsor a program in which a competitor gets a plug.

■ End title credits are another aspect of plugs. These can be for an airline, "travel arrangements by . . . ," or "gowns by . . . ," "Mr. . . . clothes by . . ." In the case of clothes, the payoff is usually in merchandise. This can range from three to four suits, to ten suits per program. When there are 39 shows in a series, the plug seeker must think in terms of the total cost before getting into such an arrangement.

An example of more subtle plugs is furnished by automobile manufacturers, most of whom have arrangements with some programs to furnish their cars for exclusive use on the program. No title credit is given, but the plug is there. Recognizable scene shots are in this category, but are used with more caution for fear they may be objectionable to a future sponsor when in syndication.

■ Among the over-all public relations organizations or individuals heading such an operation for a company, as contrasted with the plug specialist who has only this to sell, there appears to be a growing sense of opposition to payoffs.

As one public relations man states it: "We're not just looking for mention of a client name in a short sentence. It's our job to come up with an idea-situation into which our mention fits logically and in a manner that reflects favorably on our client.

"This means we must come up with a contribution to a program. In return we should not be expected to pay for the use of the idea, unless it requires production costs greater than usual."

■ However, this point is controversial, as indicated in an unsigned article in the current publication of the Publicity Club of Los Angeles, which says:

"People in broadcasting are usually receptive to good creative ideas that can be incorporated in their shows. If the concepts are accepted and executed effectively, each party gains from the association.

"However, often, before the idea is accepted a big greasy palm is extended. The size of this hand depends on the stature of the person extending it—from producer

Top 50 Network TV Sponsors

First Six Months of 1959 and 1958

Estimated Gross Time Expenditures

1959 Rank		1959	1958	1958 Rank
1	Procter & Gamble	$27,076,567	$24,991,781	1
2	Lever Bros.	15,655,511	10,288,263	5
3	American Home Products Corp.	13,308,921	8,804,618	7
4	Colgate-Palmolive Co.	12,121,527	10,320,121	4
5	General Foods Corp.	11,136,560	10,503,849	3
6	General Motors Corp.	11,009,407	11,155,312	2
7	R. J. Reynolds Tobacco Co.	7,901,156	7,761,351	9
8	P. Lorillard Co.	6,762,793	4,117,809	18
9	Sterling Drug	6,759,003	4,406,659	17
10	Bristol-Myers Co.	6,706,836	8,591,929	8
11	General Mills	6,598,399	4,436,251	16
12	Liggett & Myers Tobacco Co.	6,296,272	5,350,053	14
13	American Tobacco Co.	6,256,182	5,843,424	13
14	Gillette Co.	6,057,344	7,500,972	10
15	Ford Motor Co.	5,778,592	6,717,999	11
16	Pharmaceuticals Inc.	5,265,545	4,973,597	15
17	Chrysler Corp.	4,879,560	9,577,069	6
18	Brown & Williamson Tobacco Corp.	3,894,241	3,846,755	19
19	Standard Brands	3,768,544	2,586,383	25
20	S. C. Johnson & Son	3,536,244	2,489,783	26
21	Miles Laboratories	3,453,968	2,223,004	29
22	National Biscuit Co.	3,380,208	1,274,425	*
23	Philip Morris Inc.	3,359,136	2,077,954	33
24	Revlon Inc.	3,191,745	3,459,240	20
25	Kellogg Co.	3,188,243	6,041,766	12
26	Bayuk Cigars	3,126,648	*	
27	Beech-Nut Life Savers	2,889,320	664,789	*
28	Carter Products	2,819,627	991,982	*
29	General Electric Co.	2,740,890	2,711,672	24
30	Eastman Kodak Co.	2,704,335	3,050,940	23
31	National Dairy Products Corp.	2,680,347	3,363,412	21
32	Armour & Co.	2,575,256	1,731,664	39
33	Westinghouse Electric Corp.	2,548,645	2,453,925	28
34	Pillsbury Mills	2,515,436	2,177,606	30
35	Alberto Culver Co.	2,477,378	528,924	*
36	Campbell Soup Co.	2,430,085	2,137,170	32
37	Radio Corp. of America	2,422,092	3,168,286	22
38	E. I. du Pont de Nemours & Co.	2,245,391	999,489	*
39	Corn Products Refining Co.	2,043,383	1,627,236	41
40	Scott Paper Co.	1,970,580	1,551,204	45
41	Ralston Purina Co.	1,953,140	1,619,329	42
42	Prudential Insurance Co. of America	1,905,822	1,975,369	34
43	Aluminum Co. of America	1,868,833	730,653	*
44	Reynolds Metals Co.	1,863,900	681,285	*
45	Kaiser Industries Corp.	1,789,434	1,807,932	37
46	Quaker Oats Co.	1,749,465	2,482,876	27
47	Kimberly-Clark Corp.	1,643,108	1,532,695	46
48	American Chicle Co.	1,473,120	1,737,388	38
49	H. J. Heinz & Co.	1,429,981	*	
50	Swift & Co.	1,423,137	1,599,552	43

*Not in top 50 in 1958.

Source: Television Bureau of Advertising figures from Leading National Advertisers and Broadcast Advertisers Reports.

WFBM-TV more than doubles your Indianapolis potential

for every 10 TV homes in the Indianapolis Trading Area . . . there are 13 in its Satellite Markets.

Think of this rich Mid-Indiana area in these terms and you will come up with some surprising ideas about television and *your* market. Here's the place to test "regional umbrella coverage". . . get real penetration and impact at low cost. Why?

Where else will you find satellite markets that are 15% richer and 30% bigger than the Metropolitan Trading Zone itself? Where else do you find such a widespread area covered from *one* central point . . . and by just *one* station with no overlapping basic affiliates of the same network?

WFBM-TV dominates Mid-Indiana, because it is the only basic NBC outlet penetrating this market. Nielsen Coverage Study #3 confirms these facts . . . and we're proud of our ARB.

Represented Nationally by the KATZ Agency

only basic NBC coverage of America's **13th TV Market**—*760,000 TV homes.*

INDIANAPOLIS—Major retail area for 18 richer-than-average counties, 1,000,000 population—350,600 families *with 90% television ownership!*

11 SATELLITES—Each market within WFBM-TV's certified coverage . . . Marion • Anderson • Muncie • Bloomington • Vincennes • Terre Haute • Danville, Illinois • Lafayette • Peru • Logansport • Kokomo.

CHANNEL 6 WFBM TV INDIANAPOLIS

OUR 10TH ANNIVERSARY

down to script girl or property master.

"Typical comments: 'Well, you know, we're going to run into overtime in filming and you'll have to assume these costs.' Or, 'We're going to have some production costs that weren't figured into our budget. They'll run about...' And there are more. For the most part they can be listed under one dirty word. . payoff."

■ As one public relations man says: "You don't need brains, ideas, or skill, just money, to get on programs." To prove this point he cites the fact a potential plug client can get from an agent a list of shows where he has entry, and a good approximation of costs of each.

The publicity director for a fashion industry firm here says they will pay only for models required when their merchandise is on a show. For a good many years, this company furnished merchandise prizes to one of the top shows featuring prizes. Originally, this was a straight deal. Then a fee was asked, and as time went on, the fee was increased. This relationship is now terminated.

This company says it is not unusual to get calls from plug agents saying they can get its products on a particular program. Fees cited run as high as $2,500. Sometimes, it is indicated a due bill for merchandise will be acceptable.

Actually, even without payoff, this company is on many shows, during the year. In one upcoming hour-long dramatic show, the company and its products will get exposure almost throughout because the plot is based on fashion.

■ One story involving fees has it that a well-known situation comedy offered to devote a whole half-hour program to a particular product . . . cost of this: $7,000. The offer was refused.

One informed source feels that there are fewer plugs today than in the past. Three reasons for this are given:

1. The continuing rise of payoff costs.
2. The increase of filmed television programs.
3. More stringent regulations and policing of programs by continuity departments and sponsors and their agencies.

■ The increased emphasis on payoff has resulted, it is felt, from the specialization in the business, which in turn results in greater competition for plugs. Where once a writer would accept a case of scotch, or its cash equivalent, he now has several agents vying for plugs, and is in a bargaining position.

The problem here is that by it nature, a plug is an undercover arrangement, and therefore there is not a set line or policy to follow. Whoever has his hand out, producer, writer, etc., will take as much as the traffic will bear.

From this comes the viewpoint that a good public relations man must be much like a media buyer. And, like a media buyer, when the cost is too high for the size and character of the audience delivered, you don't "buy" the plug.

■ Although it is recognized that clients like plugs, it is a fact they are no longer something unusual, nor are they a public relations program in themselves, says the general public relations man. A good program calls for the use of many media, and plugs should only be one part of an over-all program; expenditures for them should be in proportion.

As a footnote, it may be observed that although most public relations people are vocal in decrying payoffs in private, they point out "we do have to do business with these people," and do not want to be quoted.#

Spots Jammed in Jingle Jungle . . .

Radio Networks Sink $6,000,000 into Red, but Stations Do Fine

See 6% Rise in Spot Billings in '59; More 30-Second Commercials

NEW YORK, Nov. 5—This was a year of searching for the radio industry.

The networks were searching for a way of doing business without losing money.

Stations were searching for the best modern day programming formulas and audience-boosting promotion gimmicks.

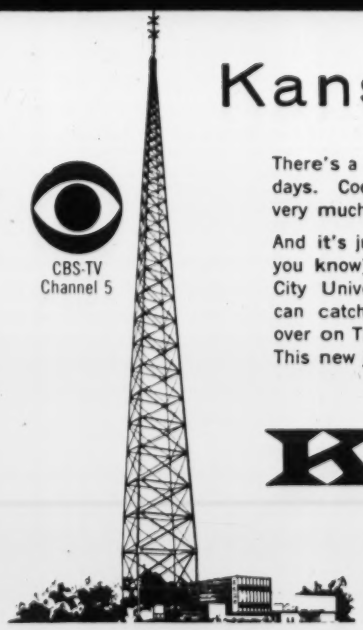
■ Advertisers may have been searching, too, for improved ways of using the medium, but to the listener it sounded as though most of them had hit on the same old answer—jingles.

Unlike the tv networks, which are constantly being shadowed by congressional sleuths, the radio networks have had no problems with Washington of late. Ironically enough, since the complaints on this subject started 12 years ago in radio, they were not even included in the FCC ban on network representation of non-network owned stations. NBC and CBS were told to get out of the tv rep business by December, 1961—a move which they will fight in the courts if necessary—but they were not ordered out of spot competition in the radio field.

It's just as well that the am networks have not been plagued with Washington headaches since they have enough from other quarters to test the patience of Job. Their major dilemma is the same one that has been haunting so many government fiscal experts; try as they may, they have not as yet been able to evolve a technique for balancing the budget.

■ Industry sources estimate that the 1959 deficit at the ABC, CBS and NBC radio networks will total more than $6,000,000. In 1958 the income from their owned stations

K. C. SIDEMAN RON HINOTE
reaches for one way down low
and hands it to the alligators
Photo: Don Pratt



CBS-TV
Channel 5

Kansas City and all that jazz

There's a new kind of jazz in Kansas City these days. Cool. Collected. Professional. But also very much alive.

And it's jumped right off Twelfth St. (the Rag, you know) and into the auditoriums at Kansas City University and the Conservatory. Or you can catch it in more traditional surroundings over on Troost Ave. or out on Blue Ridge Road. This new jazz harmonizes with Kansas City. For exciting things are happening here. It's a moving, imaginative, responsive community of more than a million.

And Kansas City responds — so say ARB and Nielsen—to KCMO-TV more than any other television station. Largely because we broadcast at maximum power from America's tallest self-supported tower. And partly due to the fact that we dig Kansas City all the way.

KCMO-TV / Kansas City, Missouri
E. K. Hartenbower, Vice President and General Manager
Sid Tremble, Station Manager

KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co.—Blair-TV
TULSA	KRMG		John Blair & Co.

Represented nationally by The Katz Agency

Meredith stations are affiliated with BETTER HOMES AND GARDENS and SUCCESSFUL FARMING Magazines.

in major markets was not enough to offset the network deficit, the FCC reported. Mutual is still involved in bankruptcy proceedings, with their latest angels spending $35,000 a month to keep the network going until the courts okay the new ownership and they are free to begin rebuilding in earnest.

These continuing deficits have caused a great deal of speculation as to just how long the stockholders and directors of the Columbia Broadcasting System, American Broadcasting-Paramount Theaters and Radio Corp. of America, NBC's parent company, will be willing to underwrite network radio. Many people are convinced that ABC, CBS and NBC would have abandoned the network radio business long ago were they not fearful of adverse congressional and FCC reaction. As long as they own tv networks and radio and tv stations, they do not want to risk a move that might sully their public service image.

Boom in New AM Radio Stations

Source: National Assn. of Broadcasters

	Number of Stations Coming-on-air	Number of Applications Received by FCC
1946	114	898
1947	559	663
1948	291	246
1949	174	201
1950	146	236
1951	99	221
1952	68	155
1953	125	228
1954	162	257
1955	148	363
1956	180	415
1957	196	420
1958	124	393

New Net Pattern?

So the search goes on for other less drastic solutions. The new pattern may be set by NBC. For years there has been talk about the feasibility of a program service which would be sold to stations in much the same manner as wire service coverage is sold to newspapers.

As of Jan. 1, NBC is slated to switch to a combination of traditional network programming, offered on a station compensation basis, mixed with a new-style program service sold to stations on a fee basis. The network will continue to offer 41 hours weekly for national sale, including "Monitor," news-on-the-hour and a batch of other shows that are currently sponsored on the network.

This will be supplemented by 11 free (to be sold by stations) hours on "Monitor" and 17½ hours of varied fare that stations will have to pay for. It is expected that this service will be offered generally throughout the industry, with NBC affiliates getting the first crack at it in every case.

■ CBS cut its expenses this year by dropping station compensation from the books. Its programs are now bartered to stations in exchange for station time. (A good deal of the Mutual programming is also handled on a barter system.) But while NBC has retained news and news commentaries for sale by the network, CBS has put news in the block of programs that are sold by stations. Offered for sale by the network are 30 hours weekly of personality and dramatic shows.

Everybody agrees that Columbia got a shot in the arm when Arthur Godfrey decided to confine his daily programming chores to radio. His five-a-week, 30-minute program is a sellout.

ABC went through a major upheaval in 1958 when an ambitious, new, live program schedule collapsed before it got off the ground. This year things have been going along very quietly, with the network now programming about 44 hours weekly. The mainstays of the lineup are news and the veteran "Breakfast Club."

■ The story of what happened to the Mutual Broadcasting System in the past several months would make a fine Graham Greene type of documentary—but it is not one that the network is likely to stage. Embroiled in an international financial imbroglio as a result of the dealings of an owner twice-removed, Alexander Guterman, this network was sold twice in a matter of months and was once accused of having been mixed up in a pro-Dominican Republic propaganda plot. At this writing the courts still had not okayed a bankruptcy settlement, that would put the most recent new owners—a group headed by Albert G. McCarthy Jr.—in clear control of the company.

Embarrassing as they were, these difficulties do not seem to have had any noticeable effect on Mutual's business. Only one advertiser pulled out because of the unpleasant headlines, and that one has since returned; the network continues to appear on the list of such "blue chip" companies as General Motors and General Foods.

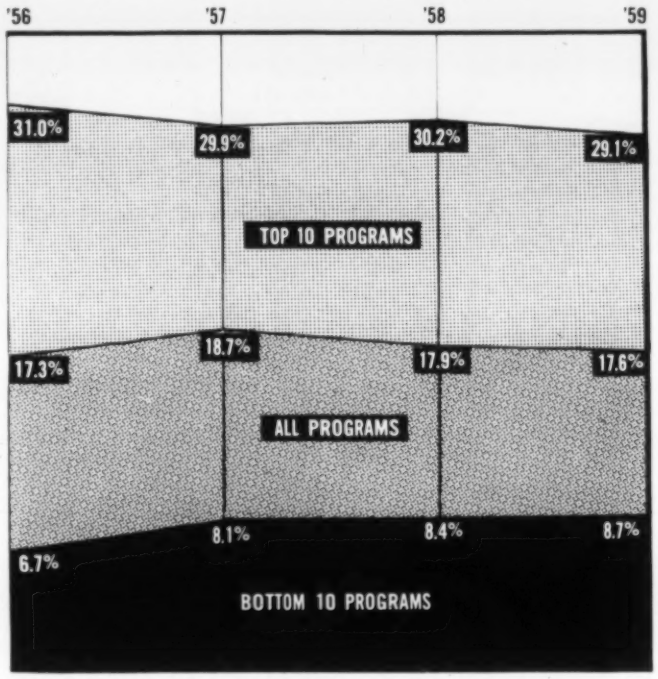
Radio is a most difficult medium to assess these days from an advertising point of view for the simple reason that neither the Radio Advertising Bureau nor any other source can furnish specific information on who is spending what in the medium.

But the Nielsen data on the leading advertisers in terms of commercial minutes and number of broadcasts gives a guide of sorts as to which companies are most active on the four networks.

■ That list, as of September, included R. J. Reynolds Tobacco Co., Time Inc., General Foods, Lewis Howe Co., Midas Inc., Ex-Lax, Socony Mobil Oil Co., American Telephone & Telegraph Co., Tyrex Inc., Chevrolet, Armour & Co., American Motors, Grove division of Bristol-Myers, Liggett & Myers Tobacco Co., Carter Products, Firestone Tire & Rubber Co., General Mills, Greyhound Corp., Electric Auto-Lite, William Wrigley Jr. Co., United Motors division of GM, A. E. Staley Mfg. Co., Hudson Vitamin Products and CBS Electronics.

Activity also can be gauged by number of sponsored hours sold weekly. As compiled by NBC from LNA-BAR data for August, this was the picture: NBC 33:10; CBS 11:32, and ABC 14:40. Industry sources expect this year's network billings to total $37,000,000 or

Rating Trend: Evening Network TV Shows



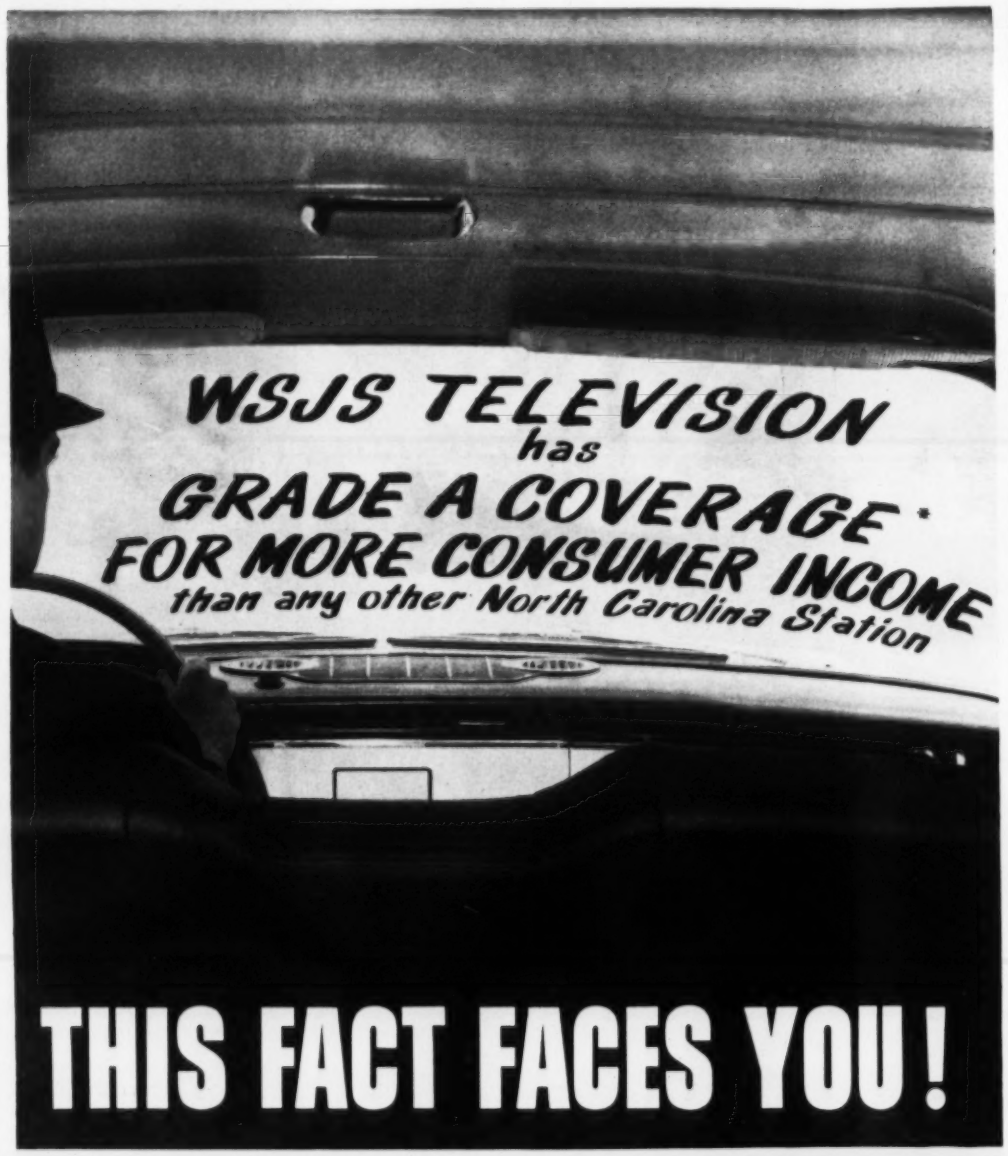
BOTTOM'S UP—*Chart is based on Nielsen average audience ratings (per cent of tv homes within reach of program) for second September report of each year. The "Jack Paar Show" is omitted because of lateness of time period. Downward trend for top ten shows is much more pronounced if comparison is made during peak winter viewing period. September comparison is used here because these were the only 1959 fall figures available at press time.*

*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.

SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.

Put this record to work for you. Write, wire or call

THE JINGLE MILL
201 W 49 St., N.Y. 19, N.Y. Plaza 7-5730



PROOF:

Within its Grade A telecasting area, WSJS-Television reaches a consumer population of 1,393,420 with total spendable income of $1,827,286,000. In North Carolina's biggest Metropolitan market located in the rich industrial Piedmont, the WSJS-Television market represents a more powerful buying force than that offered by any other North Carolina station.

WSJS television
Winston-Salem / Greensboro
MST

NBC
CHANNEL 12
Headley-Reed, Reps.

$38,000,000, which is down from the 1958 figure.

■ When CBS switched to a barter system, a number of affiliates left the network. Among them were such powerhouse operators as WJR, Detroit. WJR has since been active in a project to set up a station-owned company that would provide programs of national interest but would have nothing to do with time sales. Such a company was incorporated in June under the name of Radio World Wide.

Radio World Wide's backers originally had hoped for a fall start; now they are aiming at a December kickoff date. They have also cut back on the number of hours to be programmed weekly; 12 hours of news and about 15 hours of non-news is planned. This means the operation can start at below the $2,000,000 figure, with yearly subscriptions ranging from $7,500 to about $100,000.

The skeptics say Radio World Wide will never make it; they say the project has been stymied because the backers found this kind of service will cost much more than they had expected. But the backers remain optimistic.

Listening to radio one gets the impression that business at the station level is excellent, for the most part. In the peak to-and-from work hours, spots are jammed between the records, the weather and the ever present traffic reports.

■ The jamming effect is intensified by the fact that the station, in many instances, is selling itself every other minute. Nobody seems to broadcast just the weather bureau's weather or the correct time, any more; it's always WXXX's weather and WXXX's time. Some of the disc jockeys have become so adept at this that they can mention the station's call letters three times in a single sentence.

A New York station managed defended this practice to AA with the explanation: "You've got to mention your call letters over and over if you're going to get a good rating. Do you have any idea how many people listen to the radio without realizing what station they have on?"

He did not seem concerned about what advertisers might think about having to compete for the listener's attention with this kind of hard sell from the medium.

■ According to the FCC, spot billings for 1958 were up 1.4% to $171,900,000—this despite a decline in the second half of the year, the first reversal since the medium started its comeback in 1955. Unless the steel strike puts a sharp dent in the third quarter of '59, this year should finish about 6% ahead of the '58 level, according to the Station Representatives Assn.

The major portion of radio's support now comes from local business men. Local sales last year climbed 2% for a total of $323,200,000. This year's take is expected to be ahead of that figure.

Spots: A Jingle Jungle

For spot business this has not been a year of notable trends. There are perhaps two exceptions, although trend may be an understatement in one case and an exaggeration in the other.

Trend one—the use of jingles for products that don't seem compatible with music, as well as those that are—has reached epidemic proportions. At least three-fourths of radio's commercials must be set to music these days. The current crop of copywriters seemingly never heard the cynical adman's admonition: "If you've nothing to say, sing it."

Trend two is toward the use of 30-second spots. Representatives such as Venard, Rintoul & McConnell and Edward Petry & Co. note an increased interest in this length of commercial. The most popular use is as a part of a saturation package made up of minutes, 30s and 10s. The obvious motive: it enables the advertiser to get additional frequency at less cost. Pricing on these vary, but the range is from 50 to 80% of the minute rate.

■ This trend is expected to gain momentum as more stations make arrangements to accommodate 30s. Among the advertisers who have used this length are 4-Way cold tablets, Black Draught, Ford Motor Co., White Owl cigars, Certa & Sure Jell, Shulton's Desert Flower, Mrs. Filbert's margarine, Alka-Seltzer and Birdseye.

A trend to watch for the future is the widening area of product acceptance. Laxative sell of a very clinical sort is aired without notable repercussions, as are religious broadcasts featuring faith healing. Beers and wines, of course, are considered quite proper for radio advertising and some stations accept cordials. Various hard liquor companies have been making overtures to broadcasters for some time. Will this be the next breakthrough area? #

MUSIC TO ADVERTISE BY
RADIO-TELEVISION
JINGLES • ARRANGEMENTS • LYRICS
ORIGINAL MUSIC • FILM BACKGROUNDS
Kellogg's
Life Magazine
Standard Gasolines
Taystee Bread
Evinrude
SAMPLE SHOWCASE UPON REQUEST
Duncan Hines
Mars Candy Bars
Telephone Company
Northwest Orient
RCA Whirlpool
BERNIE SABER Musical Productions INC.
75 East Wacker Drive, Chicago 1, Ill. • Financial 6-5952

IN INLAND CALIFORNIA (AND WESTERN NEVADA)
BEELINE®
RADIO
delivers more for the money
The lure of the West continues. Throughout Inland California, population figures climb steadily to make it one of the fastest growing areas in the nation. For example, Sacramento county's population is up 63% since 1950 while retail sales in 1958 were 92.5% higher than in 1950. Impressive gains were also scored in other Beeline areas. All over this booming area, purchasers of homes, furniture, autos, appliances and all the necessities of life are listening by the hundreds of thousands to Beeline radio.
As a group The Beeline stations give you more radio homes than any combination of competitors . . . at by far the lowest cost per thousand.
(SR&D & Nielsen)
McClatchy Broadcasting Company
KOH RENO
KFBK SACRAMENTO
KBEE MODESTO
KMJ FRESNO
KERN BAKERSFIELD
SACRAMENTO, CALIFORNIA
PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVE

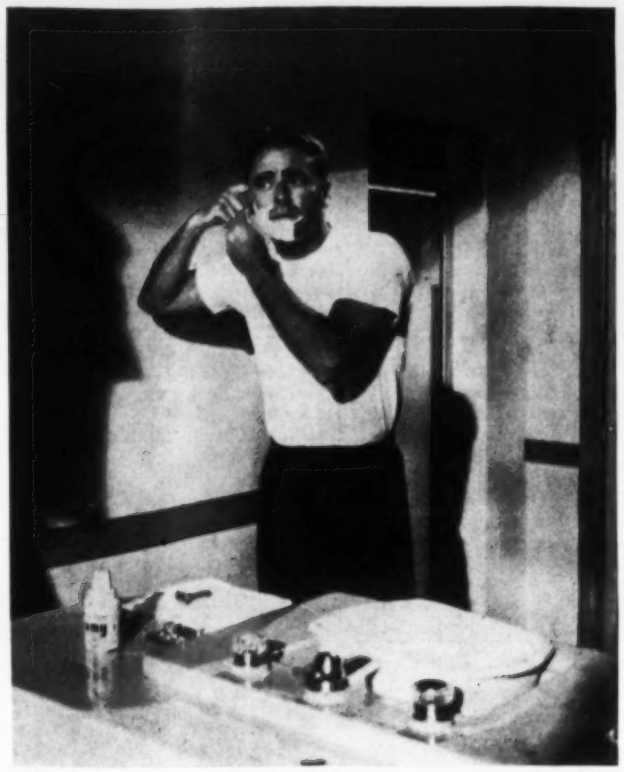
New home construction in Sacramento county. The valuation of construction in Sacramento county in '58 was 98.7% more than in 1950.

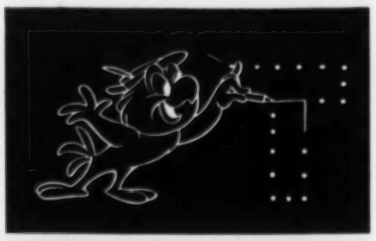
Repugnant One Makes 'Top Ten' List . . .

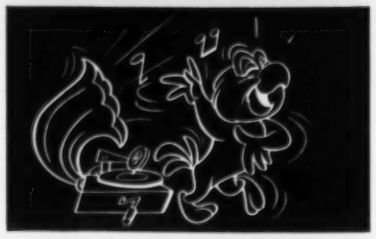
Best TV Commercials of 1959 Picked by AA's Eye & Ear Man

Sales impact and memorability are key factors our Eye & Ear Man considers when he makes his annual selections of the year's best tv commercials. He does not consider entertainment value or technical quality of production—except as they contribute to sales effectiveness. This list spotlights tv advertising that puts across a solid sales message.

The 1959 list includes one of the graphic medical demonstrations that is personally repugnant to our critic, but sales figures indicate that this commercial has moved the product. Most of his selections have been around a long time. Our man notes that innovations, experimentation and imagination of the sort evidenced by the great old print copywriters is badly needed to blast tv out of its mediocre sales rut.



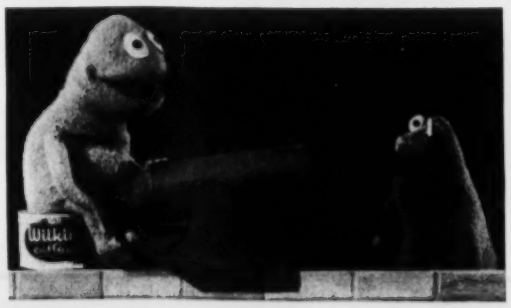




RUNAWAY WINNER—*"Gillette Safety Razor's World Series commercials are classic in their ability to insinuate themselves into exciting action and not get anybody mad—to demand (successfully) a purchase as a price of watching the games," says Eye & Ear man. Copywriter: Maxon's Ed Vellanti. Animated parrot is a creation of UPA. The live demonstrations by movie stars (Peter Lawford, Joanne Dru shown here) were filmed by Four Star Productions and MPO Television.*

LOOK MA, NO CAVITIES—*This on-target salesmanship (above and below, right) "comes right down to the core of the problem, healthy teeth for children," and it "sells a brand as hard as the law allows." Our man continues: "The kids look good, the situations are real and the puffery is believable in a product that many were raised to believe is a poor substitute for salt or baking soda." Head of the Benton & Bowles team on this carefully put-together series are Leo Higdon, copy supervisor; Paul Wason, copy group head, and Bob Colodzin, production supervisor. Four Star Productions filmed these commercials.*

SUPER—*Of Julia Meade, who helps Ed Sullivan sell Eastman Kodak, our man says: "When the slick Miss Meade finishes, there's little doubt there's no other camera." JWT copy groups headed by Sam Walker, Joe Leopold write copy. Commercial supervisor: Granger Tripp and Woody Benoit. Most filmed commercials are shot by Filmways and Rawlings Productions of London. JWT's Alan Anderson is in charge of live commercials, and Arthur Kling, production of film commercials.*

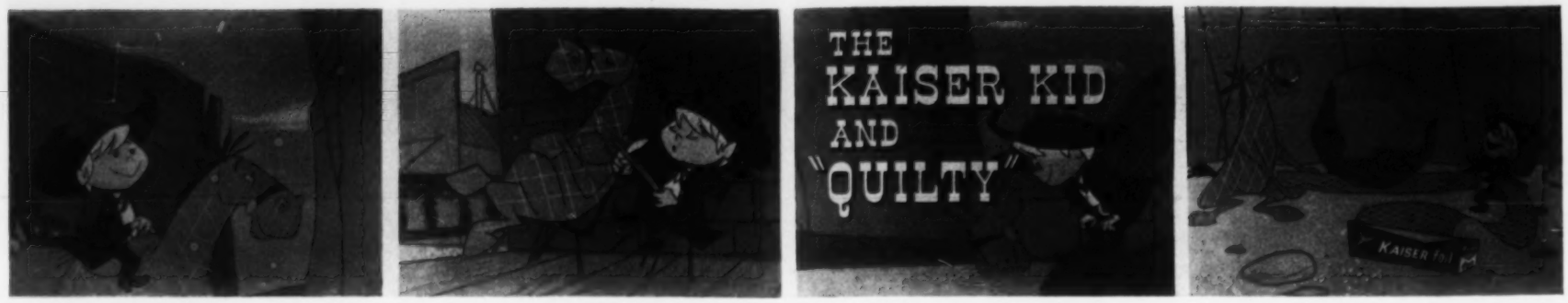


INVENTIVE—*James and Jane Henson's moppets show "how a little brand (Wilkins coffee) can invade a local market and stand up against national ads by established brands." Moppets are copyrighted by John H. Wilkins Co., but work in non-Wilkins territory for seven other advertisers. Wilkins' agency is M. Belmont Ver Standig. James W. Young is executive producer. Cinematography is by Rodel Productions.*

SOLID BRAND IMAGE—*The delightful clown of a bear created by Campbell-Mithun's Cleo Hovel, and the rest of the current Hamm beer sales strategy drew a second annual award from the Eye & Ear Man. His comment: "A line of solid commercials that has been consistent and persistent." Above: the bear in a Musky sequence, and (right) others in the menage of pleasantly goof-ball animals go berry-picking. Credits for this happily conceived series go to announcer Larry Alexander, agency producer Ernie Andrews, copywriter Don Grawert, art director Pete Bastiansen and the film production company, Swift-Chaplin.*

SALES RESULTS—*Our man picked the Dristan tablet commercial because he thinks this graphic demonstration has compelled a number of stuffy nose sufferers to rush to the drug store to give the product a try. This tv technique was started when Bryan Houston Inc. had this account. Tatham-Laird is now the agency, with Harold Frazee as copy chief. Bill Cochran handles the voice-over for this Filmways-produced commercial. This commercial makes our man squirm, but sales figures are what count.*

HIGH SPONSOR IDENTIFICATION—*Our critic doffs his hat to Esso Standard Oil Co. (McCann-Erickson) for continuing quality in their tv salesmanship. He particularly cited the new commercial which makes a pitch for the foreign car and the new small American car market. "A strong case for the international aspects of a blue chip brand," he says. The agency lineup on this one includes Arthur Ross, tv creative director; John Westing and George Weber, agency producers; Burns Patterson, art director; and Don LaVine, copywriter. Rex Marshall is the announcer on this commercial, which was filmed by Van Praag Productions.*



COMPATABILITY PLUS—*Kaiser, a comparative newcomer, has combined quilting and animation in harmony with the "Maverick" program on which the commercials appear. The cartoon cowboy hero demonstrates the toughness of the quilted foil with the help of his faithful horse. Satirizing cowboy movies, title is shown halfway through film commercial. The credits: film company, Warner Bros. Commercial Films Co.; voices, Dickie Beals, Mel Blanc, and at Y&R, Janet Watson, writer, Randy Groehoske, art.*

LITTLE GEM—*"It took a little foreign car with a small percentage of the market to show the giants how effectively a family can be shown economy, ease of parking, roominess and style," our critic comments. "The irony is that the agency that created this little gem for Renault has been fired." These commercials were made through Needham, Louis & Brorby, which lost the broadcasting end of this account to Kudner Agency in October, but still retains the print billings. Agency producer for the commercial was Mo Kinnan. The films for this "tell 'em and show 'em" kind of commercials were made by Van Praag Productions.*

HOMEY APPEAL—*AT&T gets its message across in a simple, down-to-earth fashion, showing the phone being used to meet a variety of needs in a variety of places. One of the world's largest corporations could be stuffy, but instead is "warm and homey," the E&E man says, using "commercials that look good and fit in with their programs." N. W. Ayer & Son's John Caldwell and Kent Tweedy are the copywriters. Burt Harris is the agency producer-director. Voice-over announcers are Bill Malone and Marilyn Van Derbur. These color commercials, which have both pace and variety, were taped by NBC.*

TV Shaken as Quiz Becomes Dirty Word

(Continued from Page 71)

the commission's program hearings here last summer, most agencies would not object to the networks' being assigned the legal responsibility for programming. Most of the admen indicated that they did not think such a change would complicate the use of the medium for advertisers.

Buying Trends

Some segments in the industry are convinced that all network television will eventually be sold on a magazine plan basis with the advertiser buying tv in much the same way as he buys print now. As a harbinger of things to come, they cite the record number of minute participation shows on all the networks this fall. These "spot carriers" have turned out to be very popular buys with (1) modest-budget advertisers who can't afford bigger chunks of the medium and (2) big advertisers who use them to supplement other forms of tv.

The minute insert buyers use network in a spot-like manner with relatively little consideration for sponsor identification and program association factors.

■ The other major buying trend —toward spectaculars, or specials as they are usually called now— is directly opposed. All the networks this season have booked an unprecedented number of specs. There's hardly a night that there isn't at least one scheduled. The list is so formidable that it's hard for an outsider to tell the specials from the regulars. To make it even more complicated, several advertisers (notably Ford Motor Co. and Revlon) are carrying what one adman calls "regular specials," that is, every week or every other week super shows.

Aside from the specials and an increased emphasis on news and public affairs programming at the network and station level, there is a great dearth of program innovation. As network tv has become more and more expensive, the always predominant tendency to make the safe purchase has become more pronounced. The unwritten rule seems to be: (1) look for a name, (2) buy his show through a company that has a good rating track record and (3) build him a format to fit the current vogue—which usually means a western or a private eye setting.

■ What the sophisticated buyers on Madison and Michigan Aves. never seem to get hep to is the obvious fact that in recent years the "safe buy" generally isn't safe at all.

In the past few years almost half of the new shows were cancelled at the end of a single season's run. The casualty rate shows no sign of abating. Nielsen has come up with some interesting figures to document the heavy turnover: 31% of the evening programs sold to sponsors this fall represent new shows, and another 23% were old shows in new time slots; of 49 nighttime half-hour periods, there were only two half hours in which the same three network shows were back again to compete against each other.

Billings Go Up

But the continuing program upheavals have done nothing to

temper the advertiser's enthusiasm for television. The Television Bureau of Advertising estimates that ABC, CBS and NBC will bill $773,000,000 net on time and talent charges this year—for a gain of 9%.

■ P&G continues to move further ahead of the field as the number one backer of network tv, with a gross time sales outlay of $27,076,567 for the first six months of the year. Add about 35% to this and you have a fair estimate of the company's total tv outlay, including talent-production as well as time charges.

The runner-up is Lever, with more than $15,600,000. American Home Products is third, with more than $13,308,000. Colgate placed fourth with about $12,120,000.

Among the companies which boosted their budgets noticeably in the first half of this year, compared with the previous first half, were Bayuk cigars, Beech-Nut Life Savers, Carter Products, Alberto-Culver, Du Pont, Alcoa, Reynolds Metals, Heinz and National Biscuit.

■ Major cutbacks were made by Chrysler and Kellogg. The Kellogg money was switched to spot tv.

In spot, as in network, P&G is the big, big name. Its gross time expenditures for the first half of the year climbed to more than $22,444,000, against $16,223,000 for the corresponding period the previous year. Adell Chemical Co. was next with a reported figure of more than $8,900,000. (Adell previously has indicated to AA that its "measured" spot figures are greatly inflated above this.)

P&G's prime competitors, Lever and Colgate, placed third and fourth respectively.

■ Companies with greatly increased spot schedules included Texize Chemicals, International Latex, Kellogg (which went from nothing to 13th place on the list), Corn Products, Borden Co., Warner-Lambert Pharmaceutical, Revlon, B. T. Babbitt, and American Tobacco.

TvB's estimates show spot growing at a faster pace than network, with a 17% hike over the 1958 take predicted for a net time and talent total of $464,000,000. Local billings are expected to hit $273,000,000—or 10% above the preceding year. Total time and talent billings forecast for network, spot and local are $1,510,000,000 for a 12% rise. These guesstimates were made before the full impact of the steel strike on fourth quarter business could be gaged.

Station Front

On the station front these developments stand out in an observer's mind:

• A great many stations around the country are giving spark to the tv day with program ingenuity and willingness to gamble on the unusual. Among the notable examples are WNTA-TV, Newark, N. J., and KTTV, Los Angeles.

• Tape is being used very effectively by many local operators, as it is by national program men. Many stations have found that it's a quick, easy way to sell a reluctant retailer on tv. He doesn't have to worry about how his commercials are going to look once he's had a chance to see for himself after a fast taping session.

• Minutes have become a very important length for spot use. This trend has been noted by many reps for some time. It was documented in September by an NBC Spot Sales time buyers study. Of the buyers queried, 66% reported that they now use the popular minute length in most campaigns. Only 3% said they schedule 30-second spots generally, but the panelists felt 30s will become more prevalent as soon as more stations offer this length at a non-prohibitive price.

■ Tape is already being employed widely in network commercials and it is becoming an increasingly important medium for spot announcements. Two factors are delaying its growth as a spot tool:

1. Not all markets are equipped to telecast a taped spot—only about 60 markets have stations with the necessary equipment.

2. Distribution and facilities costs for tape are higher than those for film. But this, the tape producers point out, is more than offset by the savings in production costs.

Agencies Restless

Within the higher echelons of the agency tv ranks there was a great restlessness in 1959. Several agency toppers moved out into other jobs.

The Y&R tv-radio department lost two vps. David Levy left to head the program department at NBC-TV. Peter G. Levathes resigned as the agency's tv-radio boss to become president of 20th Century-Fox Television. Tom McDermott quit Benton & Bowles to become the fourth partner in Four Star Films after turning down the top program spot at CBS. Since Mr. McDermott is most interested in active production, his choice caused a great many people to wonder about who really controls the tv production reins.

■ There were others, but these will illustrate the point. Almost all such agency men said that they were leaving because they want to get back into production, and that there's not a chance to do that any more in an agency. But the underlying factor, which they didn't mention publicly, is the struggle for power going on in a great many agencies.

Is the radio-tv department, which is primarily a buying arm, being overshadowed by—or worse still—swallowed up by the media department? Or is the radio-tv department being dominated by the account group representatives? This is the sort of thing ambitious radio-tv men worry about—and sometimes run away from—if the cards do not seem to be coming their way.

■ One former agency tv department head explained his reason for leaving as follows: "The real problem is, you have print-oriented people in the top management positions in many agencies. They don't really know the tv business, which now comprises a major part of their billings, but they are still running the agencies. I'm afraid things are not going to change until you have tv-wise

for QUALITY

The big one alone is not enough. You need a combination—the *right* combination. In Louisiana, Baton Rouge is second in size, *first* in *quality*, Baton Rouge and Louisiana buying are natural go-togethers . . . like Croesus and money . . . quality and sales. Buy two in Louisiana; make sure one is 2 in Baton Rouge.

BUY 2 in BATON ROUGE LOUISIANA

NBC ABC

WBRZ Channel 2
BATON ROUGE, LOUISIANA

102 RICH BATON ROUGE

95 Shreveport

94 New Orleans

QUALITY INDEX*
(Metropolitan Area)

*Quality Index Source: SM Survey 1959 p. 372

men in top management."

An area to be watched closely in 1960 by advertisers and agencies will be the NAB tv code review board's effort to upgrade the quality of personal products advertising on television. The board's policy has tightened since Donald H. McGannon, president of Westinghouse Broadcasting Co., took over as its chairman.

■ For the first time, a sizable number of stations were disciplined for non-compliance in the now famous Preparation H dispute. At least 38 stations chose Whitehall Pharmacal's Preparation H spot schedule in preference to their NAB code seal. Hemorrhoid treatment and feminine hygiene products are both banned under the code, but at last count Preparation H was still running on nearly 150 stations. (Not all stations subscribe to the industry's standard of good practices code.)

Some test commercials have been made in the feminine hygiene products category.

Besides cracking down on the products considered taboo for tv, the code board set out to improve the quality of the commercials for tv-acceptable personal products. They are trying to use persuasion to raise the standards of tv sell in such sensitive fields as laxatives, deodorants, depilatories, toilet tissues, corn and callus removers, cold and headache remedies and foundation garments.

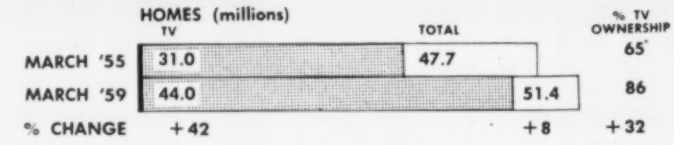
Convincing an advertiser and/or his agency that a hard-sell graphic technique that works and is permissible legally should be changed takes a masterful advocate. It also takes time, both to convince advertisers and to give those who might be convinced an opportunity to revise their commercials.

So far the board's efforts have not had any noticeable effect on the tv screen. The drugs and medicines have not tempered their shrill, straight-to-the-midsection approach. Pretty ladies, who look as though they should be embarrassed by such a public display, are shown removing unsightly hair from otherwise very presentable legs. The bra commercials are just as sex-oriented as ever.

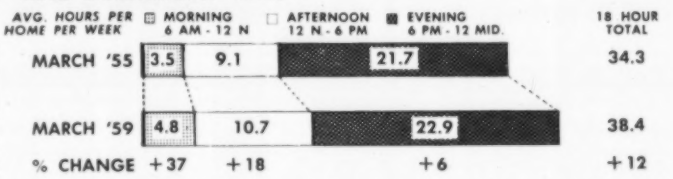
■ A third concern of the board is the validity of the demonstrations being used "to prove" various product claims. The question of the honesty of cleaning, waxing and similar demonstrations on tv has arisen as a result of the quiz scandals: in effect the critics are saying, if the programs were rigged, how about those commercials showing how much better the sponsor's product performs than his competitors'? When the question was raised by a couple of reporters, the board launched a probe of the authenticity of tv product demonstrations.

So we come full cycle—back to the quiz scandal. As 1959 rushes to a close, everybody is waiting to see how this most talked-about tv development will affect the medium's programming and advertising in the years to come. #

THE NUMBER OF U.S. TV HOMES HAS INCREASED 42% SINCE 1955—



THE AMOUNT OF VIEWING PER TV HOME HAS INCREASED 12%—



IS TV LOSING MOMENTUM?—*Not according to these Nielsen charts, showing tv ownership is up and the average tv home is viewing more than it did four years ago when the medium was a bright new toy in many households. Boosting over-all activity are gains in the daytime, particularly morning. In '59 compilation a home was counted as a tv home only if sets were tuned in during survey week; the 5% of homes where sets were turned off were not counted.*

Hamilton, Ford, Ballantine Big Users . . .

FM Radio in Upswing, as Rash of Surveys Show Select Audience

Hi-Fi Rage Is Spur; Granco, Set Maker, Uses AM to Knock AM

By Ramona Bechtos

NEW YORK, Nov. 4—Spurred by the formation of a new industry association and encouraged by the upswing in fm listening, many champions of the medium have boasted that fm has finally gotten off the ground and can now offer stiff competition to the other broadcast media.

One of the most exuberant claims was made by Fred Rabell, co-owner of KITT, fm station in San Diego, and president of the newly-formed National Assn. of FM Broadcasters. If fm listening continues to climb and if fm set sales continue to grow as they have in the past two years, Mr. Rabell predicted, "fm radio and the fm listening audience will surpass old-fashioned radio within seven years" (AA, Sept. 28).

■ But the advertising industry and the general public have heard broad claims from the fm camp before. More than ten years ago, the medium showed great promise as the number of fm stations leaped from 200 in 1947 to almost 600 the following year. The climb continued to 735 in 1949, but from then on it was a steady slide downhill until 1957, when fm began to perk up.

Television, it has been said, was responsible for stealing the center stage from fm just when it was grooming itself for the limelight ten years ago. But the spotlight has shifted, the fm proponents claim. Tv has become a tried and tired medium, they charge, and now the public is diverting its interest to high-fidelity and stereo.

■ Credit for the fm revival, which started in 1957, was given to the background music operations which added to the income of nearly 100 stations.

Whatever the reasons, it has become increasingly apparent that there is a renewed interest in frequency modulation. Several advertising agencies are conducting fm studies. Maxon Inc. began a study last May, but has not yet released its findings. The agency has observed fm from an advertiser's point of view, trying to find out where the fm stations are, what their hours of broadcasting are, what they believe their listenership to be, what the time costs are and what their commercial policy is.

Grey Advertising has been conducting a pilot fm study, with the possibility of doing a national survey later. The agency sent questionnaires to about 60 stations in five top markets, trying to get at the roots of the problems still ensnarling fm. Results of the pilot test have not been analyzed yet.

Another study is in the works at Marschalk & Pratt, where fm is being measured against am.

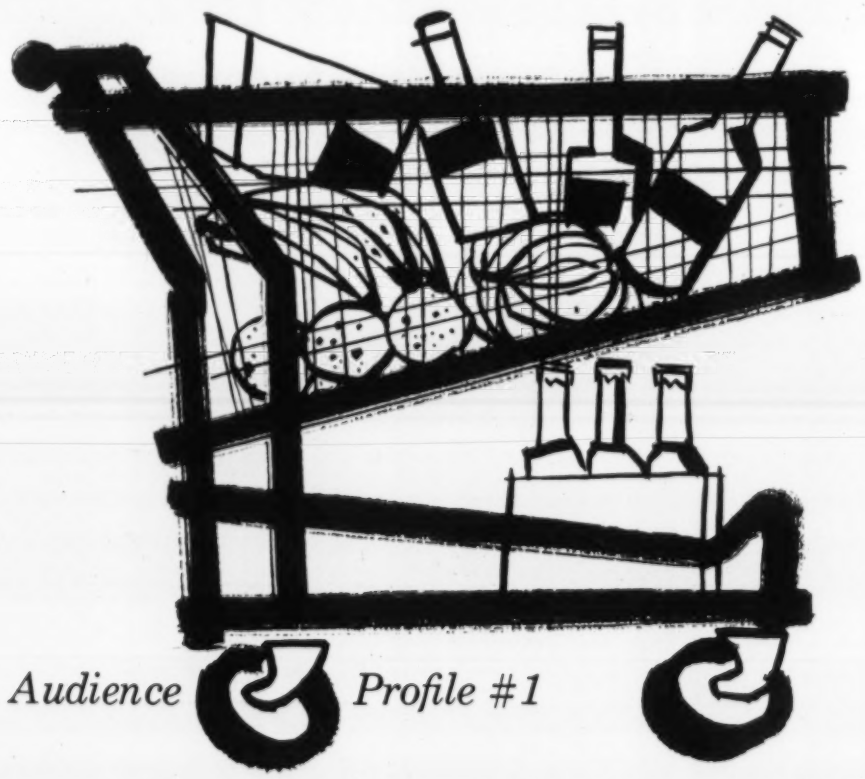
■ In discussing the problems of fm, Ray Stone of Maxon said that one of Maxon's clients, General Electric, is interested in going into 60 fm markets next year, but so far he has been able to get information on only 40 of them. Getting facts from fm stations is often very difficult, he complained.

"There is a disparity of programming in fm," Mr. Stone said. "What is 'good music' in one place, is not good music in another. The fm industry lacks research, which could provide information on programming. Fm's trouble stems from not being organized."

■ It was precisely this need for organization which led to the formation of the NAFMB last September. The purpose of the group is to promote fm time sales and listenership, promote the fm industry in general, encourage technical development and provide a liaison between the fm industry and the FCC.

One of the first efforts of the association will be the establishment of a $250,000 fund for research and promotion. Members are being asked to contribute a certain amount of air time each week. This donated time on all the member stations will be sold as a package to a national advertiser, with the money to be used for fm research. It is reported that an automobile maker is presently considering the purchase.

■ Probably the biggest advertis-



How much money did you spend for food and groceries in the past seven days?

	WWDC Homes	Total Sample	% WWDC above or below Total Sample
Less than $21	21.4%	26.9%	−20.5%
$21-$29	29.4%	32.4%	− 9.3%
$30-$39	37.8%	31.0%	+21.9%
$40 and over	11.5%	9.7%	+18.6%

What *kind* of people are WWDC listeners? We know from PULSE rating surveys that they give us the greatest total share of audience in the Washington, D. C. metropolitan area. But we wanted to know more about them *personally*—so we had PULSE do a special Audience Image Study. The profile that emerged is most revealing. Take the matter of groceries. 215,763 WWDC homes spend $30 or more a week for food . . . *40.5% above the total sample average*. Doesn't this give *you* food for thought? (Next month: TRAVEL).

WWDC

Radio Washington . . . the station that keeps people in mind

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

er in fm today is Hamilton Watch Co., which is currently spending about $250,000 to advertise some of its higher priced watches. Other big spenders are Ford Motor Co., Tuborg Beer, Ballantine Beer, Renault, KLM and BOAC air lines, Sinclair Oil, General Electric, Pastene wines, Blue Cross and Blue Shield (which go by other names in other cities), Steinway pianos, Curtis Publishing Co., *Time*, *Reader's Digest*, and the regional divisions of Bell Telephone Co.

Avco and Boeing Aircraft have used fm extensively to recruit engineers and other personnel. Hotel chains, such as Sheraton and Hilton, have spent heavily to advertise their charge plans and hotel credit cards. RCA Victor, Motorola and Zenith are also among fm's better customers. Hi-fi component manufacturers, such as KLH speakers, advertise heavily, with the belief that fm listeners are looking for better sound.

■ Many fm broadcasters have been fighting hard to get cigaret advertising, but so far it has been confined to regional tests. Benson & Hedges is said to be the only cigaret maker which is using fm nationally.

Most advertisers have used a basic spot saturation campaign, but during the past few months there has been a shift toward more program sponsorship.

■ And why do advertisers choose fm? Fm stations say that it is because they offer a more select audience, and many surveys have been made recently to back these claims.

One qualitative study made by Pulse this past summer for WBAI, New York, measured a random sample of 500 people. It showed that 32% of the heads of the family in fm homes were in professional and technical occupations, and another 22.6% held executive and managerial posts. Fm families were also shown to be in the higher income bracket; 25.0% earned $7,500 to $10,000 a year, 24.2% earned between $10,000 and $15,000 and 8.3% earned $15,000 or more. More than 40% were college graduates; nearly 12% held advanced degrees.

■ Another survey, this one conducted for the QXR Network by the *New York Times* research department, paralleled the WBAI findings. Of 1,174 WQXR program subscribers responding to a questionnaire, 58.1% had incomes over $7,500 per year. Professional, managerial and technical occupations were held by 69.5%.

A third study conducted by the Market-Opinion Research Co. for WLDM, Detroit, showed the same pattern among 370 mail interviewees. This study indicated that fm listeners tune in to fm stations on an average of five hours and 19 minutes each day.

■ WLDM asked listeners why they liked to listen to fm stations. "Good music" was listed by most—74.1% Other answers included: well spaced, intelligent commercials with no jingles, 21%; variety of selection, 19.9%; enjoy specific programs, 10%; best reception, 4.7%; generalized favorable comments, 5.3%; and suggestions for improvement were given by 5.8%.

Stephen Decatur, New England sales manager for Concert Network, said that a recent Pulse survey showed 50.1% fm penetration in Boston. Detroit boasts that 51% of its homes are equipped with fm, said Harold I. Tanner of WLDM, Detroit.

■ How many fm stations are in operation today? Varying estimates have been made. The head of the association said at the recent organizational meeting that there are more than 500 on the air and that the FCC has applications for almost 100 more. WFIL-FM, Philadelphia, as of April, 1959, put the number at 594, with 141 under construction and 49 applications pending.

However, the official FCC figures indicated that there were 646 fm stations on the air as of Sept. 30, with 157 stations under construction. At the end of 1958, there were 578 stations operating and 117 under construction, the FCC reported.

■ Mr. Rabell estimates fm homes in the U.S. at about 12,000,000, representing a 20% growth over the past three years. WFIL-FM indicated that there are about 15,000,000 fm sets in use. (Multiple-set homes would account for a part of the 3,000,000 differential.)

Figures on total billings for the fm industry are difficult to obtain because the FCC does not require a breakdown for fm in the case of joint am-fm operations. In a survey made two years ago, the industry predicted that the average fm station would earn $25,000 for the 1959-60 season. Fm station men estimate total industry billings may reach $1,500,000 to $2,000,000 this year.

It appears that time rates on fm stations across the country have been rising slowly, but many fm broadcasters have been hesitant to raise prices because they can't document the size of their audiences.

■ Fm set production has grown steadily during the past few years, according to a leading fm manufacturer, Granco Products. The company's production increased 100% in 1957, another 50% in 1958 and is expected to double again this year. Granco claims it made 40% of the 376,114 fm home radios produced in 1958.

This fall, Granco embarked on an advertising campaign to promote "fm first and Granco second." Oddly enough, most of the

Radio-TV Station Census

1958-1959

(Source: Federal Communications Commission)

Total On Air	AM	TV	FM
1959*	3,417	568	646
1958	3,326	562	578

Under Construction	AM	TV	FM
1959*	105	101	157
1958	114	104	117

Total Authorized	AM	TV	FM
1959*	3,522	669	803
1958	3,440	666	695

Permits Returned	AM	TV	FM
1959*	11	12	17
1958	13	23	22

Transfers	AM	TV	FM
1959*	79	70	79
1958	92	85	92

*9 Months

Another thinly disguised WJR success story

HOW TO MAKE A SALE WHEN YOU'RE OUTSIDE LOOKING IN

Quite often key men in industry are harder to reach than Mr. K. But, if you have a product or service to sell, these are the men to whom you must tell your story. How do you get to them quickly, easily and effectively?

You guessed it—the answer is WJR. Hear the tale of a carburetor manufacturer who recently advertised on the Goodwill Station. He wanted to create a greater awareness of his company and his product among a special group of auto industry buyers and their bosses. So he placed an announcement schedule on WJR and things began to happen. Doors opened, men listened. He got exactly the results he wanted . . . and then some! His salesmen were even nicknamed with a tag line from the commercials.

All this response from *one* series of announcements on *one* radio station. And no wonder! Listeners love our complete-range programming . . . programming with something for everyone. They've told us in thousands of unsolicited letters in just the past few months. WJR is *live* radio . . . radio that's brimful of vitality and variety.

The point is—whether you're talking to mass markets or small, specific groups, whether you're selling gasoline to millions or carburetors to a select few, the place to get results is WJR. Ask your Henry I. Christal rep for details.

WJR DETROIT
760 KC 50,000 WATTS
RADIO WITH ADULT APPEAL

ad budget went to am radio, whose reproduction quality is disparaged in the commercials. In the spots, vocal and instrumental demonstrations point up the difference between the "watered down" sound of am and the "well rounded" fm sound.

Henry Fogel, Granco president, explained, "We'd like to spend some of this money with fm stations, but right now that would be like talking to ourselves." He said people who listen to fm stations are already sold on the medium.

■ One of the hottest topics in fm today is multiplexing vs. simplexing. Multiplexing is a method of broadcasting two or more signals on the same channel. One signal carries the station's regular programming with commercials to homes, while another signal carries programming, usually music, without commercials to stores, hotels, medical buildings or other business places.

Some stations prefer simplexing. By this method, only one program is broadcast to both homes and stores, but the commercials are blacked out in the latter. Simplexers won a victory recently when the U.S. Supreme Court upheld a lower court decision that the FCC's regulation requiring that functional music be multiplexed was illegal. This clears the way for stations to continue using the simplex method, if they wish to.

■ One of the most interesting developments in the multiplexing field was its use in advertising ethical products in drug stores this past summer. The system, called Pharmony, was given a trial test in about 20 New York drug stores through the joint efforts of Musicast, a multiplexing company, and Johnson & Lanman, an agency specializing in drug accounts. The test included 16 commercials for the same number of products each hour, broadcast over WNCN, New York.

■ As a result of the marked increase in sales of all products advertised during the trial, some by more than 20%, L. A. Cooper, president of Musicast, said the company is now making permanent plans for the system. About 100 drug stores have been set up with multiplexing equipment to date. Musicast expects to charge about $6 per month per store for each product advertised. The druggist pays nothing.

■ About 20 multiplexing operators feed commercials and background music into supermarkets, a system known as Storecasting. Beam-Cast, of Buffalo, is said to be the giant in this field.

Thirty background music multiplexers are now organizing a group to be called the Independent Background Music Assn.

■ There are two fm networks. One of them, the QXR Network, was formed in August, 1958. It now numbers 17 affiliates in addition to the key station, WQXR, New York.

The other network, Concert Network, was started in 1955. It owns four stations and has two affiliates. Concert broadcasts "good music," jazz, theater music, poetry and drama readings, news analysis and sports. It has a maximum allowance of five minutes of commercials per hour and guarantees two hours between competing commercials. The network is thinking of starting a taped music service and is now sounding out stations on the idea.

About four station representatives specialize in fm. They are Good Music Broadcasters, FM Unlimited, Walker-Rawalt Co. and Fine Music Hi-Fi Broadcasters. #

Radio Stations Are Nifty Business —Don't Let FCC Data Fool You

(*Continued from Page 71*)

last year. The percentage of stations reporting an operating loss has increased from a 6% low in 1945 to 25% in 1950, 26% in 1955 and 34.6% in 1958.

Obviously the answer is that the statistics don't tell the whole story.

■ Among the benefits which lure investors into the industry are attractive salaries for owners and their families, which have been deducted before the FCC earnings report is filed.

Also unreported are the fringe benefits: the station wagon which is available for family use (unbeknown to the tax collector), and the recreational opportunities which arise, unsolicited, in the course of attending industry meetings and activities.

■ Finally, there are the opportunities for capital gain. In the largest markets, according to Charles Tower, manager of the department of broadcast personnel and economics of the National Assn. of Broadcasters, stations seem to accrue in value by about 10% annually, at least in the larger markets.

The radio industry is still growing by leaps and bounds, despite the enormous changes that it has faced in the postwar period.

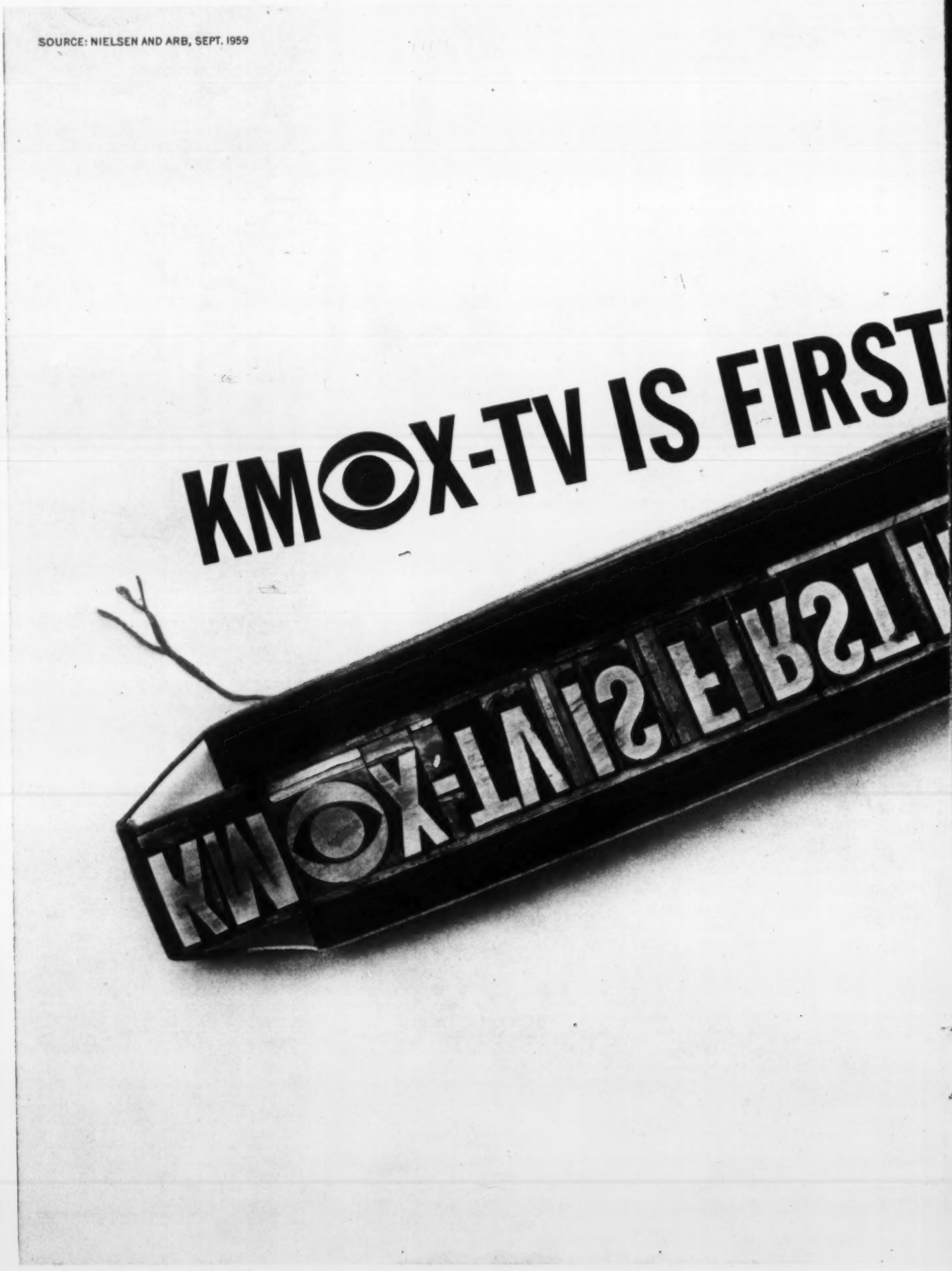
Stations Multiply

From 900 stations in 1945, the industry has risen to 3,100. Despite the rough competition, only two am stations actually went off the air in 1958. Nearly 400 applications for new stations were filed with the FCC (roughly the same as in 1957 and 1956) and 124 new stations were added to the industry.

FCC statistics dramatize the tremendous nationwide coverage that is available through radio. Altogether, at the end of 1958, the commission estimates there were 3,296 stations in 1,806 markets. Of these, 1,287 were one-station markets, and 287 were two-station markets.

■ The biggest growth has been in

SOURCE: NIELSEN AND ARB, SEPT. 1959



the smallest markets. In communities of fewer than 10,000 persons, the number of stations increased from 70 in 1945 to 932 in 1958. Among established stations —those more than two years old— the proportion of stations reporting "profits" in these small markets does not vary substantially from the percentage for the industry as a whole.

At this fall's district meetings of the National Assn. of Broadcasters, Mr. Tower has been giving a bird's eye view of the change that has occurred in radio's structure as a result of the postwar expansion.

In prewar days, the clear-channel radio stations accounted for 14% of all stations, the regionals 52% and the locals 34%. In the postwar expansion, the powerful clears are only 3% of all the new stations, the regionals 62% and the locals 35%. In the immediate postwar period, 93% of the stations were fulltime. Among the postwar stations, only 44% are fulltime, while 56% are daytime only.

Local Sales Zoom

In the past decade, radio's revenue patterns have changed radically. Network time sales have dwindled from $144,900,000 in 1948 to only $46,500,000 in 1958. But spot is up from $104,700,000 to $172,000,000 and local advertising from $170,900,000 to $320,-200,000.

Radio's revenues from network time are now barely a tenth of tv's, and its income from national and regional spot only about half. But its sales of time to local advertisers, at $323,200,000 in 1958, tower over tv's $181,300,000 of local sales.

■ FCC figures peg the median profit of 2,053 radio stations at $16,000. The median loss of 1,013 "unprofitable" stations was $15,-000 but 84% had losses, according to their reports, of less than $25,000.

FCC's breakdowns show 1,608 stations earned less than $25,000 before taxes, and another 237 cleared $25,000 to $50,000. There were 67 in the $50,000 to $75,000 bracket. Of the remaining 141 stations, 20 showed profits in excess of $500,000.

FCC figures show that the clear channel stations are still heads and shoulders ahead of others as money makers. Among the 88 high power clears, network time sales still averaged $57,345 each. The same stations averaged $768,-544 from sales to national and regional spot advertisers and $340,672 for local advertising. They showed average profit before taxes of $200,763.

■ Next best performers were the 755 unlimited time regionals, with average earnings of $24,047 from $7,354 of network time sales, $90,160 of spot and $155,595 of local. Unlimited locals, numbering 844 stations, were next, with average profits of $5,678. Their $80,213 of local sales accounted for fully two thirds of their support, with most of the remainder from national and regional spot.

Part-time regionals and part-time locals, with earnings of $4,777 and $3,195, respectively, depended almost entirely on spot and local. For the 1,014 daytime regionals, local revenue, totaling an average of $72,800, topped spot six to one. The 183 daytime locals averaged about $60,000 each from local advertising, and slightly over $7,300 from spot.

Network TV Cost Trends

Cost per thousand for each minute of commercial*

Daytime average

1955	1956	1957	1958	1959
$2.02	$2.39	$2.04	$2.00	$2.29†

Nighttime average

$3.69	$3.59	$3.68	$3.54	$3.53

*On the basis of the average network program during March and April of each year, as reported by A. C. Nielsen Co.

†A major factor in the rising daytime costs is the advent of ABC as a daytime competitor. This means that the network audience is now split three ways.

Big Stations Profit

From FCC's reports, compilations show $34,300,000 of radio's network time sales in 1958 remained with the seven national and regional networks, with about $13,000,000 passed along to stations. Of the $13,000,000 paid to stations, nearly half went to the 429 stations in the "over 500,000" markets. Of the industry's $171,-900,000 from national and regional spot in 1958, compilations show $105,400,000 was spent in the "over 500,000" markets. The same markets accounted for $107,900,-000 of the industry's $323,200,000 of local sales.

If FCC "profit" figures are used as a guide, the 172 stations in the biggest markets—over 2,000,000 persons—averaged $128,477 before taxes. Average profit tapers down to $40,000 for stations in the 1,000,000 to 2,000,000 market; $27,600 in the 500,000-1,000,000 markets and $17,500 in the 250,-000-500,000 markets. Stations in the 150,000-250,000 markets averaged slightly under $10,000, while in the other markets they showed average "profits" of $3,000 to $6,-500. #

Edrington Joins Cone Bros.; Jay Takes Post at WAGA-TV

Bob Edrington, formerly promotion manager of WTVT, Tampa, has been named director of public relations of Cone Bros., Tampa contractor. Ned Jay, WTVT's sales development manager, has joined WAGA-TV, Atlanta, as promotion manager.

Burgess-Manning Picks Agency

Burgess-Manning Co., Dallas, has appointed Dan Goodrich Advertising, Dallas, to handle advertising for its industrial silencer division. Goodrich also has appointed Thomas H. Smith, formerly director of public and industrial relations of Sivalls Tanks Inc., Odessa, Tex., to its staff.

STANDING ORDER: Month after month after month, for seventeen consecutive Nielsens, CBS Owned KMOX-TV has ranked first in St. Louis. Current share of audience: 39%... in a four-station market! (ARB's first four-week report confirms Channel 4's smashing leadership. Share of audience: 41%!) Represented by CBS Television Spot Sales

'Best of Year' Selections . . .

Ford, Northwest Orient, Borden Radio Commercials Voted Tops

Car 'Swapping Bee' for Ford, 'Easy Aces' for Borden Instant Coffee Hit

CHICAGO, Nov. 4—Ford Motor Co.'s radio commercials have been voted best of the year by a panel of broadcasting experts.

Among Ford's commercials cited by the panel were a radio spot using Andy Griffin's voice, another featuring a car "swapping bee" and a singing commercial repeating "Ford, Ford, Ford." J. Walter Thompson is the Ford division's agency.

The voting was tabulated by ADVERTISING AGE after it polled a selected panel of nine radio-tv directors of agencies in the four major areas of the U.S.—East, South, Midwest and West.

■ Tied for second place in the voting were Northwest Orient Airlines and the Borden Co. Borden's commercials for instant coffee won the honors, featuring the Goodman Aces ("Easy Aces") in a man-and-wife situation touched with humor. Northwest's agency is Campbell-Mithun, Minneapolis, and the Borden instant coffee agency is Doherty, Clifford, Steers & Shenfield, New York.

In third place was the Jos. Schlitz Brewing Co. for its commercials with the "Move Up to Quality" theme, pushed by personalities in the entertainment world. J. Walter Thompson handles Schlitz.

Clark Oil & Refining Corp. was voted fourth place for its Clark gasoline commercials featuring "Fisby and the Boss." It was cited for its "great humor" and the fact that "almost all situations used concerned the motorist and motoring—appropriate to the medium with so many car radios today." Agency: Tatham-Laird, Chicago.

■ Each member of AA's panel was asked to list on a ballot the five radio commercials he considered best he had heard this year. Votes were tabulated on a point system, with the most points going to each panelist's first place choice. Votes were by mail, and no panelist was permitted to vote for a client.

Other well known advertisers mentioned in the poll included Pepsi-Cola, for its "Be Sociable—Have a Pepsi" jingle; Coca-Cola, with its use of the McGuire sisters; Dodge, for its trick voice series; Hills Bros. coffee, with its "Head for the Hills" theme; Nestle Co., for its "43 Beans in Every Cup"; Charms Co. with its "Boomer and Pop" series; Chevrolet, for its "Corvair by Chevrolet" commercials, and Calso Water Co., "Drink Calso Instead."

■ One panel member took the opportunity to warn today's top radio advertisers that the kind of material they have been using successfully up to now might be wearing thin. Charles L. Shields, copy director of Liller, Neal, Battle & Lindsey, Atlanta, said:

"The remarkable success that some advertisers have enjoyed by injecting a shot of entertainment into their commercials has prompted almost all advertisers to give the concept a whirl. Consequently, most stations are now filling the air with miniature Broadway production numbers, wee dramas with whimsical O. Henry endings, and with hundreds of variations in between.

■ "Standing alone, most spots today are far superior to those that were considered quite good a few years ago. But, run back-to-back, today's commercials seem to sound as if they came out of the same typewriter.

"Original? Fresh? New? Sure. But, where once the straight spot was the industry's standard approach, the 'cute concept' is standard today. And it seems to me that agency planners who want to crack the sound barrier of the cute stuff are going to have to find something new. To be different and effective, they may revert to the straight, old-fashioned, hard-sell approach, punctuated, perhaps, with a campaign theme jingle. You won't be able to dance to it, or laugh with it, but for as long as most old writers can remember, the straight approach has created a merry sound in cash registers across the nation."

Other AA panelists included Richard Zellner, of Young & Rubicam, New York; Jeffrey A. Abel, radio-tv director, Henry J. Kaufman & Associates, Washington; Courtenay J. Moon, vp and creative director, Johnson & Lewis, San Francisco; Arthur H. Lund, vp and director of radio-tv, Campbell-Mithun, Minneapolis; Kensinger Jones, vp and creative director, tv and radio, Campbell-Mithun, Detroit; Richard C. Woodruff, radio and tv director, Griswold-Eshleman Co., Cleveland; Robert V. Walsh, radio-tv director, Van Sant, Dugdale & Co., Baltimore; and Dan Ryan, director of radio and tv commercials, Tatham-Laird, Chicago. #

Where Radio Dollars Are Spent

By Size of Market

Advertising Age Compilation from FCC Data for 1958

Population	No. of Stations	Expenditures: Local	Expenditures: National and Regional Spot	Expenditures: Network*
Over 2,000,000	172	$57,800,000	$65,300,000	$2,700,000
1,000,000-2,000,000	74	18,500,000	14,800,000	900,000
500,000-1,000,000	183	31,600,000	25,300,000	2,600,000
250,000-500,000	314	43,600,000	24,200,000	2,500,000
200,000-250,000	74	8,200,000	5,000,000	400,000
150,000-200,000	111	12,400,000	6,100,000	600,000
100,000-150,000	163	17,600,000	7,200,000	700,000
50,000-100,000	64	6,500,000	2,200,000	200,000
25,000-50,000	308	27,400,000	6,800,000	900,000
10,000-25,000	583	43,700,000	8,500,000	800,000
5,000-10,000	512	29,700,000	4,900,000	400,000
2,500-5,000	300	15,300,000	1,300,000	200,000
Under 2,500	110	5,000,000	800,000	30,000

*Includes only network payment to stations. Networks retain $33,400,000.

Fuller Joins 'Missile Design'

Donald C. Fuller, formerly Philadelphia manager of *True*, has joined *Missile Design & Development* as eastern manager, succeeding H. Douglas Robinson, who resigned.

They said

it couldn't

be done

(They may be right.)

TEEN-AGE television at seven a.m.? In Houston? With news...sports...music . . . reports . . . of a kind important to young people? And *panel discussions? LIVE?*

It's enough to give a program manager insomnia: Every dawn a new problem, breakfast practically a midday meal, and Studio A full of teen-age egos five mornings a week.

That's what the Corinthian station in Houston has brought about with the new half-hour *Ginny Pace Show*. Object: To serve an important segment of the community—teen-agers, some 200,000 of whom live within tv sight of KHOU-TV—and many parents, eager to share in the interests of their offspring. Developed with the blessings of the Superintendent of Schools and the encouragement of PTA's, the Ginny Pace wake-up show may also awaken others in the industry to the potential of early-morning local tv.

The perils need not be spelled out. You're aware of them and so are we. We're also aware that someone has to assume responsibility for pioneering with new ideas if television is to maintain vitality and commercial effectiveness. Each station of the Corinthian group is encouraged to take program risks, to try out new ideas, to avoid always playing safe. Sometimes it's good box office, sometimes it isn't. It's always healthy.

Responsibility in Broadcasting

THE CORINTHIAN

TV Quiz Furor Rekindles Ire of Legislators

(*Continued from Page* 71)

terest.

Some observers believe the quiz hearings have established the foundation for a move which will eventually involve substantial changes in the Communications Act, including a new provision providing for the licensing of networks.

Others say the episode will eventually be forgotten, particularly if the industry demonstrates determination to guard against similar incidents in the future.

■ But regardless of whether the quiz investigation leads to legislation, the web of organized deception which has been exposed by the investigating group has made what is likely to be a lasting impression in influential quarters.

Cynicism and lack of responsibility demonstrated in the handling of the quiz programs marred the reputation which industry leaders had carefully nurtured. It may be a long time before they can speak again with the degree of authority they commanded in the recent past.

■ Until the quiz investigation debacle came along, it had been a better-than-average year here so far as the industry's government relations were concerned.

Particularly in Congress, the industry was at a peak of its prestige.

Legislative committees managed to keep themselves occupied without embarking on any campaigns which might require the attention of network presidents and other industry leaders.

■ On the contrary, it was a year when the legislative mill turned out much that was useful to the industry.

With strong assistance from the FCC, the industry secured a major legislative objective—a revision of Section 315 of the Communications Act to assure freedom in handling political news and special events.

Broadcasters succeeded in obtaining labor law amendments guarding against the secondary boycott danger which has worried station operators and their advertisers. Largely through the industry's efforts, also, Congress pigeonholed the anti-trust exemption sought by big-time sports promoters who want to black out all sportcasts in areas where a "live" event is taking place.

■ Even in the administrative agencies, the broadcasters were successful in avoiding a showdown on some of the most far-reaching of the anti-trust issues which had been raised by the FCC's Barrow report and by the anti-trust division of the Department of Justice.

Early in the year, the networks moved to take the edge off of the anti-trust controversy by voluntarily dropping "must buy," a practice condemned by all the congressional and executive investigating groups which have been looking into the industry.

Meanwhile, the FCC circulated a proposed finding which enables networks to retain the most important of all of the controversial practices—option time—in somewhat modified form.

■ In arriving at its tentative decision to keep option time, FCC brushed aside a letter from the anti-trust division of the Department of Justice holding that option time is an outright anti-trust violation.

Instead the Commission decided that option time is "reasonably necessary" for the preservation of network telecasting. It proposed, however, to scale down the maximum option period from three hours to 2½ hours in each segment of the day, and to introduce other restrictions designed to provide more security for non-network advertisers who decide to use non-option periods in the prime viewing hours.

With networks and their affiliates still battling FCC's compromise proposal, the issue remained unresolved this fall.

■ Meanwhile the Commission moved on two other "business" issues of interest to advertisers.

1. In accord with a recommendation of the original Barrow report, the Commission staged a full-scale investigation of tv programming procedures, with advertising agency officials and others testifying on their method of selecting programming material.

2. Also in accord with the Barrow report, the Commission last month issued an order requiring tv networks to withdraw from selling spot time for affiliates.

■ Although Commission members have repeatedly emphasized that they would not be sympathetic with any move which resulted in FCC participation in the regulation of programming, the study of tv's programming procedures was authorized early this year in order to learn how programming decisions are made.

An outgrowth of the original complaint that networks "dominate" all aspects of tv programming, the investigation is expected to point up the role played by independent packagers, advertising agencies and networks.

■ At the time the programming study was planned, independents were complaining that networks often demanded partial ownership before they would agree to make time available in the prime viewing hours which they have optioned on key outlets throughout the country.

Now, however, network officials and spokesmen for the National Assn. of Broadcasters have been using the quiz scandal to get over the point that network participation in the control of programs may be important to the public, aside from any profit opportunity which may arise for the network.

■ In his statement accepting partial responsibility for failure to curb the quiz show excesses, CBS president Frank Stanton made it clear that networks are in a delicate position when they handle programming material controlled by independents.

Noting that independents supply a wide array of the creative ideas carried on the networks, he pointed out that programs brought to the nets by independents or advertisers "are not our property.

"Indeed," he declared, "to be openly critical of any one of them would have invited legal liability unless we had had hard supporting evidence."

FCC's order putting networks

50 Spot Radio Leaders

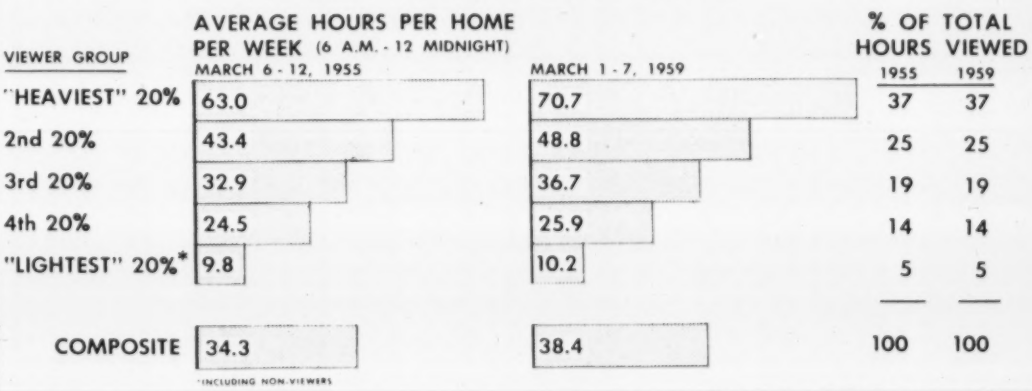
January-June, 1959

1959 Rank	Company	Net Time Sales	1958 Rank
1	Ford Motor Co.	$3,250,000	2
2	Liggett & Myers	2,500,000	10
3	R. J. Reynolds	2,400,000	1
4	General Motors	2,200,000	6
5	Chrysler Corp.	2,125,000	*
6	P. Lorillard	1,500,000	*
7	American Tobacco	1,450,000	3
8	Anheuser-Busch	1,300,000	12
9	Schlitz	1,275,000	*
10	Thomas Leeming & Co.	1,250,000	*
11	Sinclair	1,200,000	11
12	Borden	1,125,000	*
13	Texaco	1,100,000	9
14	Bristol-Myers	1,050,000	16
15	Carling	900,000	24
15	Standard Brands	900,000	21
17	Fels & Co.	850,000	*
18	Shell Oil	825,000	17
19	Campbell Soup	800,000	*
20	Beneficial Finance	775,000	*
21	B. C. Remedy	765,000	*
22	Chattanooga Medicine	750,000	*
23	Standard Oil (N.J.)	700,000	*
24	Ralston Purina	685,000	29
25	American Airlines	650,000	*
26	Plough Inc.	625,000	26
27	Northwest Airlines	600,000	*
28	Eastern Airlines	575,000	*
29	Philip Morris Inc.	550,000	*
30	Firestone	540,000	*
31	General Foods	530,000	19
32	Corn Products	525,000	*
33	Quaker Oats	520,000	*
34	Miles Laboratories	505,000	*
35	Tetley Tea	500,000	30
35	Metropolitan Life	500,000	*
35	Studebaker-Packard	500,000	*
38	Continental Baking	495,000	18
39	Gillette	490,000	*
40	Chesebrough-Pond's	450,000	*
40	Sterling Drug	450,000	7
42	Pharmaco	435,000	*
43	Pharma-Craft Corp.	425,000	*
44	Sun Oil	410,000	22
45	F. & M. Schaefer	405,000	*
46	Transworld Airlines	400,000	*
46	Cities Service	400,000	23
48	Liebmann Breweries	380,000	*
49	Pabst	375,000	*
50	Ward Baking	360,000	*

Source: Radio Advertising Bureau

Note: The '58 ranking represents a comparison with the only remotely comparable period for which any data are available. That ranking is taken from a second quarter list of leaders prepared for AA by RAB in the fall of '58. An asterisk means that the advertiser was not on that list of top 30 spot radio spenders.

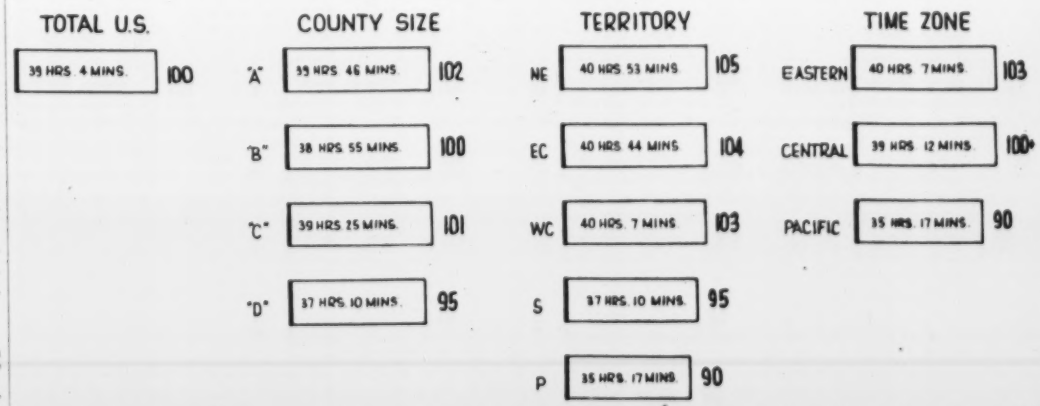
THE DISTRIBUTION OF THE TV AUDIENCE AMONG 'LIGHT' VS. 'HEAVY' VIEWERS HAS NOT CHANGED



ADDICTS ONLY—*This Nielsen data is the sort tv salesmen use to refute skeptics who say that a few hardy tv hounds are keeping up the viewing average. Chart shows over-all 12% increase in tv usage over four-year period is spread among all viewers from heavy to light.*

AVERAGE HOURS OF TV USAGE PER HOME PER WEEK

NOVEMBER-DECEMBER, 1958

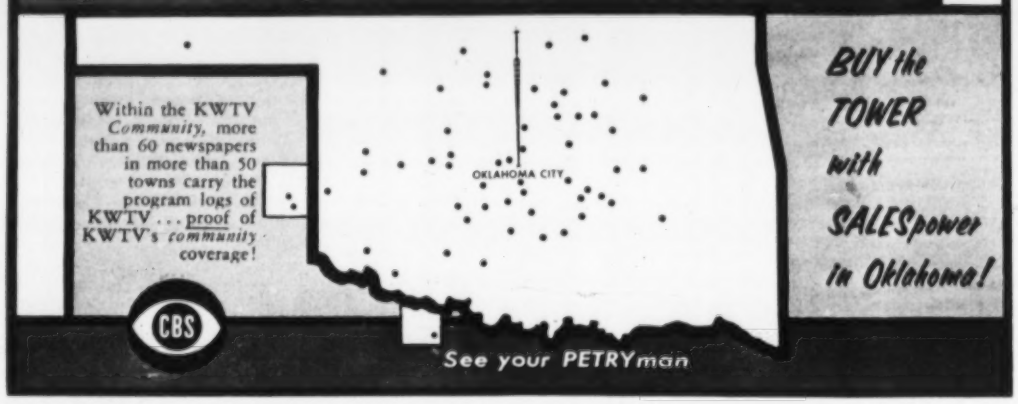


REGIONAL FLUCTUATIONS—*Geographically television's biggest support comes from the East where the average number of hours of tv usage per week exceeds that in the remainder of the nation. The county size breakdowns in this Nielsen chart are based on the census bureau's classifications.*

KOTV TULSA *(Petry)*
KHOU-TV HOUSTON *(CBS-TV Spot Sales)*
KXTV SACRAMENTO *(H-R)*
WANE-TV FORT WAYNE *(Petry)*
WISH-TV INDIANAPOLIS *(Bolling)*
WANE-AM FORT WAYNE *(Petry)*
WISH-AM INDIANAPOLIS *(Petry)*

STATIONS

PROGRAM LOGS prove
the *Community* Acceptance of
KWTV OKLAHOMA CITY


Within the KWTV *Community*, more than 60 newspapers in more than 50 towns carry the program logs of KWTV . . . proof of KWTV's *community* coverage!
OKLAHOMA CITY
CBS
See your PETRYman

BUY the TOWER with SALESpower in Oklahoma!

out of the spot sales field for independently-owned tv affiliates was adopted despite anguished protests by both NBC and CBS, and by the affiliates they have represented.

Although only a small number of stations are involved, networks complain that the loss of revenue will hurt badly. On the other hand, independent spot reps hailed the move, in the belief that the presence of networks in the spot field is a continuing threat to their security.

■ Still untouched by FCC are the Barrow committee recommendations on multiple ownership. Lashing out strongly at concentrated control in the industry, the report contended FCC's ultimate goal should be the elimination of multiple ownership. So far, however, there are no signs that supporters of the Barrow report will muster enough Commission votes to make any change in the existing limit of five vhf stations and two uhf stations.

Among the major developments during the year was the consent decree obtained by the Justice Department last month which will eventually force NBC to dispose of the Philadelphia radio and tv properties which it obtained from Westinghouse.

Under the decree, the Justice Department will exercise a veto over many of NBC's station trading decisions for at least a decade.

■ Of possibly greater significance, however, was the Supreme Court decision won by the Justice Department early this year as a by-product of the NBC case, which makes it clear that FCC's ultimate decision on option time and other tv business issues will not necessarily preclude anti-trust litigation if the Justice Department is not satisfied with what FCC does.

In an effort to shake off the Justice Department's attack on the Westinghouse deal, NBC had taken the position that FCC's approval of the transaction foreclose further action by other government agencies.

■ But NBC's maneuver boomeranged, so far as broadcasters were concerned. The end result in February was a strong Supreme Court verdict which makes it clear that the Justice Department remains free to launch anti-trust cases whether it feels restraints exist, regardless of the attitude of the FCC.

Aside from the important consent decree which it secured in the NBC case, the Justice Department had little else to show for the energy it expended in tv and related industries in 1959.

■ Most of its effort was directed at the film producers. In September a civil anti-trust case was filed against United Artists, challenging its acquisition of Associated Artists Production Corp. and C&C Television Corp. Efforts were also under way to arrange trial dates for similar merger cases filed against Columbia Pictures and Screen Gems (for distribution rights to pre-1948 feature films of Universal Pictures). Also pending are complaints that six tv film distributors used "block booking" contracts in their sales of feature films from libraries of major producers. #

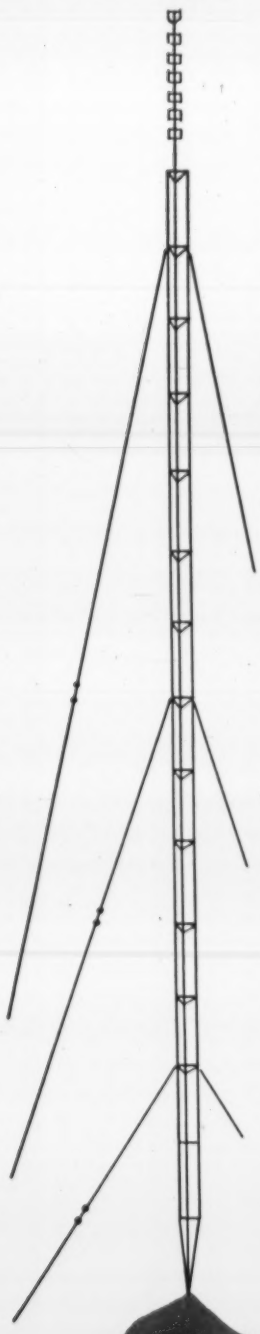
Haverhill Dailies Court Battle Postponed to '60

The $1,500,000 damage suit and counter-claim involving the competing *Journal* and *Gazette*, Haverhill, Mass. (AA, Aug. 17), has been postponed until next January. It had been slated to start Oct. 27 in U.S. district court in Boston. Judge Charles E. Wyzanski Jr. gave no explanation for the delay; date of the postponed trial was not firmly fixed. It was the second postponement.

Union Leader Corp., Manchester, N.H., publisher of the *Journal*, sued Newspapers of New England for $1,000,000 triple damages, charging an effort to drive the *Journal* out of business. NNE, formed last year to buy and operate the strike-weakened *Gazette*, filed a $1,000,000 counterclaim. The *Journal* was established while *Gazette* mechanical employes were on strike.

Ohio Dailies Form Unit

A new association, Advertising Executives Assn. of Ohio Daily Newspapers, was formed at a meeting held in Columbus. Officers are Robert Pife, *Sandusky Register*, president; Scott Penrod, *Ashland Times-Gazette*, secretary, and P. O. Nichols, *Athens Messenger*, treasurer. Directors are Stanley Ferger, *Cincinnati Enquirer*; Ivan Hesson, *Tiffin Advertiser-Tribune*; and J. Richard Harris, *Piqua Daily Call*.

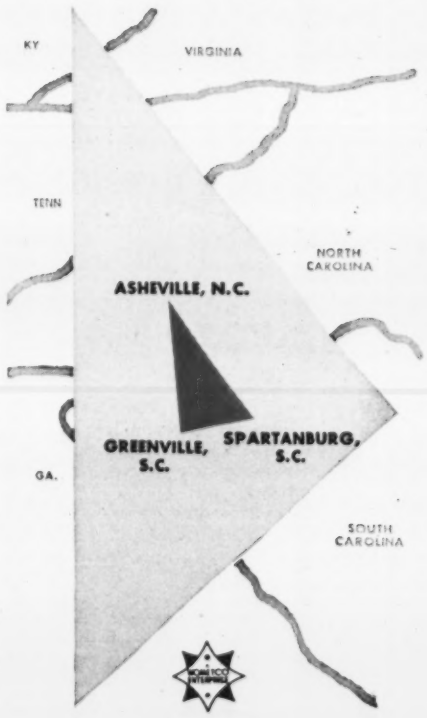


Highest
tower
in the south

WLOS-TV
IS THE MONARCH
OF ALL THE SURVEYS!

NO MATTER WHAT MEASUREMENT SURVEY YOU PICK, YOU'LL FIND WLOS-TV REIGNS SUPREME IN THE RICH, 62-COUNTY, SIX-STATE CAROLINA TRIAD!

According to NCS #3, only WLOS-TV *delivers* all of this *billion-dollar-plus* market. It has the highest total circulation, including the largest night-time weekly circulation. ARB credits WLOS-TV with airing 7 of the Triad's top 10 programs. And Nielsen shows WLOS-TV in first place in daytime television every day of the week. Have your PGW Colonel show you what WLOS-TV can do for your clients in the Carolina Triad!



abc WLOS-TV
Unduplicated ABC in
Greenville • Asheville • Spartanburg
WLOS AM-FM

Represented by: Peters, Griffin, Woodward, Inc. • Southeastern Representatives: James S. Ayers, Co.

AA Survey . . .

Brewers Best Customers of TV Film Syndicators

Gasoline, Food, Tobacco Also Big; List Top Multi-Market Users

NEW YORK, Nov. 5—The happiest hunting ground for sponsors for syndicated tv film series seems to be the beer industry.

There are very few distributors in the multi-market sales competition who don't have at least one brewery on their books.

Next best customers for film wares distributed on a non-network basis come from the gasoline, food and tobacco fields. This was the impression AA got from a survey of a cross section of syndicators.

■ AA's questionnaire was concerned only with multi-market sales made by distributors to advertisers and their agencies. This study did not attempt to spotlight advertisers who get into syndication by buying participations in or co-sponsorship of film shows directly from stations.

This type of advertiser is harder to trace because he frequently passes up the added promotional plus of regional association with a single telecast for the rating advantage of being on the peak audience show available in each of the markets on his spot list. A notable user of the medium in this fashion is R. J. Reynolds Tobacco Co. (William Esty Co.), which has ads on various syndicated series in nearly 100 markets.

■ The biggest multi-market buy of a single show, according to the information provided by distributors, is Anheuser-Busch's 90-market lineup for "U. S. Marshal." This National Telefilm Associates show is bought through D'Arcy for weekly sponsorship.

In second place is tv's only regularly employed cowgirl, "Annie Oakley." Continental Baking Co., through Ted Bates & Co., presents this CBS Films western on alternate weeks in about 91 markets. "Annie" is setting some sort of a record for syndication sponsor loyalty; she has had the same sponsor for five years. As is the case with most such alternate-week buys, this show is sold by the stations to non-compatible local, regional or national advertisers on Continental's off-week. In most cases the multi-market alternate backers have a major-minor commercial exchange agreement with the co-sponsors. These major-minor exchanges are frequently made in syndication as they are in network co-sponsorship.

■ Continental's sponsor longevity is unusual. Many sponsors tend to move their tv money around from one program to another or from program sponsorship to announcements and participations. An example is the New England company, Hood Dairy Products, which now carries Ziv's "This Man Dawson" in ten markets after having backed other schedules in the past. Kenyon & Eckhardt is the agency for Hood.

American Tobacco Co. has made substantial multi-market buys of three different shows. Lucky Strike became one of the first cigarets to use syndication on a widespread scale early in 1959 with the signing of MCA-TV's "Secret Agent 7" for weekly presentation in 34 markets. Batten, Barton, Durstine & Osborn handles this schedule.

New for the '59-'60 season is American Tobacco's alternate sponsorship of "Lockup" in 65 markets and "This Man Dawson" in 11. Both of these are distributed by Ziv Television Programs.

Among the many other advertisers who buy more than one show either from the same or different distributors are Falstaff, Ballantine, Drewry's and Genesee beers, and Standard Oil of Texas.

■ Some of the distributors queried by AA reported that they are concentrating on making sales directly to stations and that they do not have information as to the advertisers appearing on their shows.

Others reported that much of their attention this fall has been directed toward network sale. Still others declined to provide the information with such explanations as, "we don't want to get mixed up in this numbers game" or "we don't want our competition to know what we're doing."

Syndication Rating Trends, 1959 vs. 1954

Source: Videodex

March, 1959				*March, 1954*		
Rank	Program	% TV Homes	No. of Cities			
1	Sea Hunt (Ziv)	23.7	165	1	I Led Three Lives (Ziv)	19.8	100
2	MacKenzie's Raiders (Ziv)	20.2	139	2	Liberace (Guild)	18.3	115
3	Rescue Eight (Screen Gems)	17.2	118	3	Kit Carson (MCA TV)	17.8	66
4	Twenty Six Men (ABC Films)	17.0	121	4	Badge 714 (NBC, now CNP)	17.4	109
5	Highway Patrol (Ziv)	16.8	162	5	Annie Oakley (CBS Films)	17.3	50
6	Mickey Spillane's Mike Hammer (MCA TV)	16.5	131	6	My Favorite Story (Ziv)	16.6	99
7	State Trooper (MCA TV)	16.3	153	7	Foreign Intrigue (Official)	16.2	52
8	Harbor Command (Ziv)	16.0	73	8	Hopalong Cassidy (NBC, now CNP)	16.0	56
9	Death Valley Days (McCann-Erickson)	15.7	103	8	Life with Elizabeth (Guild)	16.0	41
10	Flight (NBC Films)	14.8	128	10	My Hero (Official)	15.4	21

Note: These multiple market composite ratings cover only vidpix seen in a minimum of 20 cities during the survey period.

With the reminder that the number of markets frequently fluctuates with the passage of time, here are the multi-market sponsorship details and a list of top-selling shows on a number-of-stations basis as reported by a cross section of distributors:

CBS Films

Continental Baking Co. (Bates) alternate on "Annie Oakley" in 91 markets; Continental Oil Co. (Benton & Bowles) alternate on "Whirlybirds" in 75; American Oil Co. (Katz Agency) alternate on "U. S. Border Patrol" in 73; Carling Brewing Co. (Lang, Fisher & Stashower) alternate on "Phil Silvers Show" in 69; Heidelberg Brewing Co. (Guild, Bascom & Bonfigli), weekly on "Colonel Flack" in 12; Pacific Gas & Electric Co. (BBDO) weekly on "Colonel Flack" in 10; Bell Bakeries (Caples Co.) alternate on "Colonel Flack'" in nine; Genesee Brewing (Marschalk & Pratt) alternate on "U. S. Border Patrol" in eight;

DES MOINES TELEVISION

FACTS

The most recent TV audience measurement made in this market (Nielsen, July, 1959) revealed that KRNT-TV delivered more television homes than its competitors.

The survey by ARB in January of 1959 showed the same thing.

SPECIFICS:

(from Nielsen, July, 1959 survey, homes viewing)

Paar on KRNT-TV leads against movies by **19.8%!**

The KRNT-TV 10:30 PM strip of local and syndicated half-hours leads against movies by **21.9%!**

The KRNT-TV 10:00 to 10:30 PM local news, weather and sports leads against news - weather - sports by **46.6%!**

And here is something to think about. Among local advertisers, where THE TILL TELLS THE TALE, KRNT-TV consistently carries more local advertising than its competitors combined!

MORE SPECIFICS:

KRNT-TV carried over **80%** of all the local business in 1958!
KRNT-TV carried over **79%** of all the local business in 1957!
KRNT-TV carried over **80%** of all the local business in 1956!

So far in 1959, KRNT-TV's local business is running at about the same ratio. Yes, when that cash register must ring in order to stay in business, those who know the stations best choose KRNT-TV four to one!

DES MOINES TELEVISION

KRNT-TV CHANNEL 8

A COWLES STATION REPRESENTED BY THE KATZ AGENCY, INC.

Standard Oil of Texas (White & Shuford) weekly on "Colonel Flack" in eight; Dow Chemical Co. (MacManus, John & Adams) alternate on "Colonel Flack" in six; Blitz Weinhard beer (Johnson & Lewis) weekly on "Mr. Adams & Eve" in five; Bosch beer (Clinton E. Frank Inc.) weekly on "U. S. Border Patrol" in five; Rheingold beer (Foote, Cone & Belding) weekly on "Rendezvous" in three; Schilling Co. (Beaumont & Hohman) weekly on "Rendezvous" in two and Ronzoni (Mogul, Williams & Saylor) weekly on "Phil Silvers Show" in two markets.

Largest station lineups—"Whirlybirds" with 160 markets, "Border Patrol" with 155 markets and "Annie Oakley" with 130 markets.

Flamingo Telefilm Sales

Largest station lineups—"Superman" with more than 200 markets, "Citizen Soldier" with 70 markets and "Deadline" with 50 markets.

Independent Television Corp.

Drewrys (MacFarland, Aveyard) alternate on "Four Just Men" in 14 markets; General Foods (B&B) alternate on "Brave Stallion" in 11; Standard Oil of Texas (White & Shuford) alternate on "Four Just Men" in 11; Schaefer beer (BBDO) alternate on "Four Just Men" in nine; Volkswagen (Fuller & Smith & Ross) alternate on "Four Just Men" in eight; Heide Candy (Kelly, Nason) weekly on "Sergeant Preston" in five; Garrett Freight (direct) weekly on "Cannonball" in five; Progresso (Carlo Vinti) alternate on "Four Just Men" in four markets.

Oklahoma GE (Lowe Runkle Advertising Co.) weekly on "Four Just Men" in four; Sun Oil (Esty) alternate on "Four Just Men" in three; Stag beer (Edward H. Weiss & Co.) weekly on "Four Just Men" in two; Genesee (Marschalk & Pratt) alternate on "Cannonball" in two and Chunky candy (Grey Advertising) alternate on "Brave Stallion" in two markets.

Largest station lineups—"Jeff's Collie" with 167 markets, "Four Just Men" with 127 markets and "Cannonball" with 105 markets.

MCA TV

Falstaff beer (Dancer-Fitzgerald-Sample) weekly on "Coronado 9" in 68 markets and on "State Trooper" in 66 markets; Ballantine (Esty) alternate on "Shotgun Slade" in 28 and "Johnny Midnight" in 26; American Tobacco (BBDO) weekly on "Secret Agent 7" in 34 and Busch Bavarian beer (Gardner Advertising Co.) weekly on "Mike Hammer" in 16 markets.

National Telefilm Associates

Budweiser beer (D'Arcy) weekly on "U. S. Marshal" in about 90 markets and DX Sunray Oil Co. (Potts-Woodbury Advertising Agency) weekly in approximately 50 midwestern markets.

Largest station lineups—"Sheriff of Cochise" with 200 markets, "U. S. Marshal" with 151 markets and "Official Detective" with 130.

Official Films

Largest station lineups—"Four Star Playhouse," with 80 markets, "My Little Margie" with 75 markets, and "Robin Hood" with 60.

Screen Gems

Jackson Brewing (Fitzgerald Advertising Agency) alternate on "Manhunt" in 14 markets; Quaker Oats (J. Walter Thompson) some weekly and some alternate on "Award Theater" in 10; Genesee (Marschalk & Pratt) alternate on "Manhunt" in 10; Cott beverages (direct) alternate on "Manhunt" in eight; Drewrys (MacFarland, Aveyard) alternate on "Manhunt" in eight; Regal Pale Brewing (Lennen & Newell) alternate on "Seven League Boots" in eight; West End Brewing (Doyle, Dane, Bernbach) alternate on "Rescue 8" in eight; Miles Labs (Wade Advertising) alternate on "Rescue 8" in seven; Coor's beer alternate on "Manhunt" in five markets.

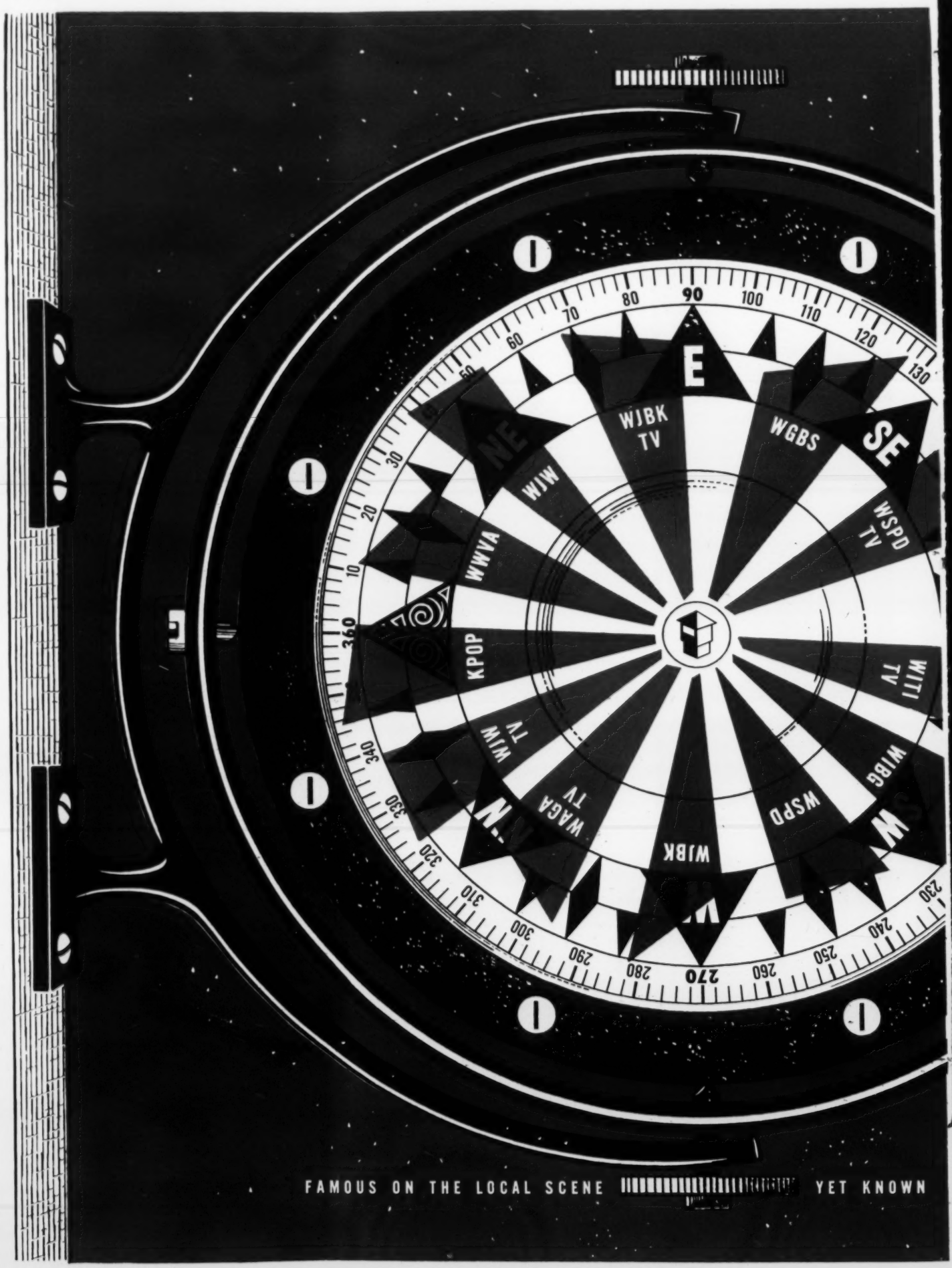
Sterling Television Co.

Largest station lineup—"Abbott & Costello" with 65 markets, "Bowling Stars" with 50 markets, and "Crusade in the Pacific" with more than 35 markets.

Ziv Television Programs

American Tobacco (BBDO) alternate on "Lockup" in 64 markets and "This Man Dawson" in 11 markets; Ballantine (Esty) weekly on "Bold Venture" in 22; Stroh Brewing (Zimmer, Keller & Calvert) weekly in 20; Standard Oil Co. of California (BBDO) weekly on "Sea Hunt" in 12; Hood Dairy (K&E) weekly on "This Man Dawson" in 10; Heilemann Brewing (Needham, Louis & Brorby) weekly on "Sea Hunt" and "Bold Venture" in nine; Armour & Co. (N. W. Ayer & Son) weekly on "Bold Venture" and "Sea Hunt" in nine; Sego milk (Gillham Advertising) weekly on "This Man Dawson" in eight.

Kroger Co. (Campbell-Mithun) weekly on "Lockup" in seven; Molson's brewery (MacLaren Advertising) weekly on "Lockup"



and "Tombstone Territory" in seven; Pacific Gas & Electric Co. (BBDO) weekly on "Tombstone Territory" in seven; Morning Milk (Harris & Montague) weekly on "Tombstone Territory" in six; Thorpe Finance (Klau-Van Pietersom-Dunlap) weekly on "Lock-up" in six; Wiedemann Brewing (Tatham-Laird) weekly on "This Man Dawson" in five; Household Finance (McCann-Erickson) weekly on "This Man Dawson" in five markets.

Largest station lineups—"Lock-up" with 189 markets, "Sea Hunt" with 186 markets and "This Man Dawson" with 142 markets. #

Sun Electric Names Agency

Sun Electric Corp., Chicago, manufacturer of automotive test equipment and other instruments, has named Hanson & Stevens, Chicago, as its agency.

Commercial TV Booms Overseas as Sets in Use Rise to 30,000,000

(*Continued from Page 71*)

one trend now seems clear: The great gains in television audiences are being made in countries where advertisers are allowed to show their wares on the living room screen.

A few years ago the forces of non-commercial government operated television were strong outside the U.S. These forces have since been routed on front after front.

The record is there for all to see. Nations that have resisted commercial tv have made little progress. Nations that have adopted commercial tv have made rapid strides.

The number of tv homes in Britain soared from 4,000,000 to 10,000,000 in the first four years of commercial television. Japan, another commercial tv nation, now has 3,000,000 sets. In Canada, where there is commercial tv, the one-station-per-market monopolies are now being broken up and the new commercial outlets will be operated by private companies. Canada has 5,500,000 tv sets.

The contrast between two countries—Australia and Switzerland—tells the story. Switzerland, the most prosperous country in Europe, had tv as early as 1953. All the stations are owned by the Swiss Post Office. Australia did not get tv until 1956. It has both government and commercial stations. Australia's population is twice that of Switzerland but it now has 620,000 television homes, nearly *10 times* as many as Switzerland.

Perhaps the most significant recent development on the international tv front was the decision of the West German government to launch a second channel that will be financed entirely by advertising. There are already 3,000,000 tv sets in West Germany and a very limited amount of commercial time—advertisers are on a dole of six minutes per day, all the commercials aired during one half-hour period. This is known as the "sandwich system" and it is also in operation in Italy. Italian and German advertisers have been clamoring for more commercial time.

■ Outside of the Communist world, the big holdout against commercial tv is France, where there are 1,300,000 sets in use. A second channel will be established soon in France and strong pressure is being brought upon the government to accept the idea of an advertising-financed system.

The West German move may tip the balance in favor of commercial television in France. Germany is France's big rival in the developing Common Market of Europe and the French are not expected to sit idly by while the Germans take a long lead in television.

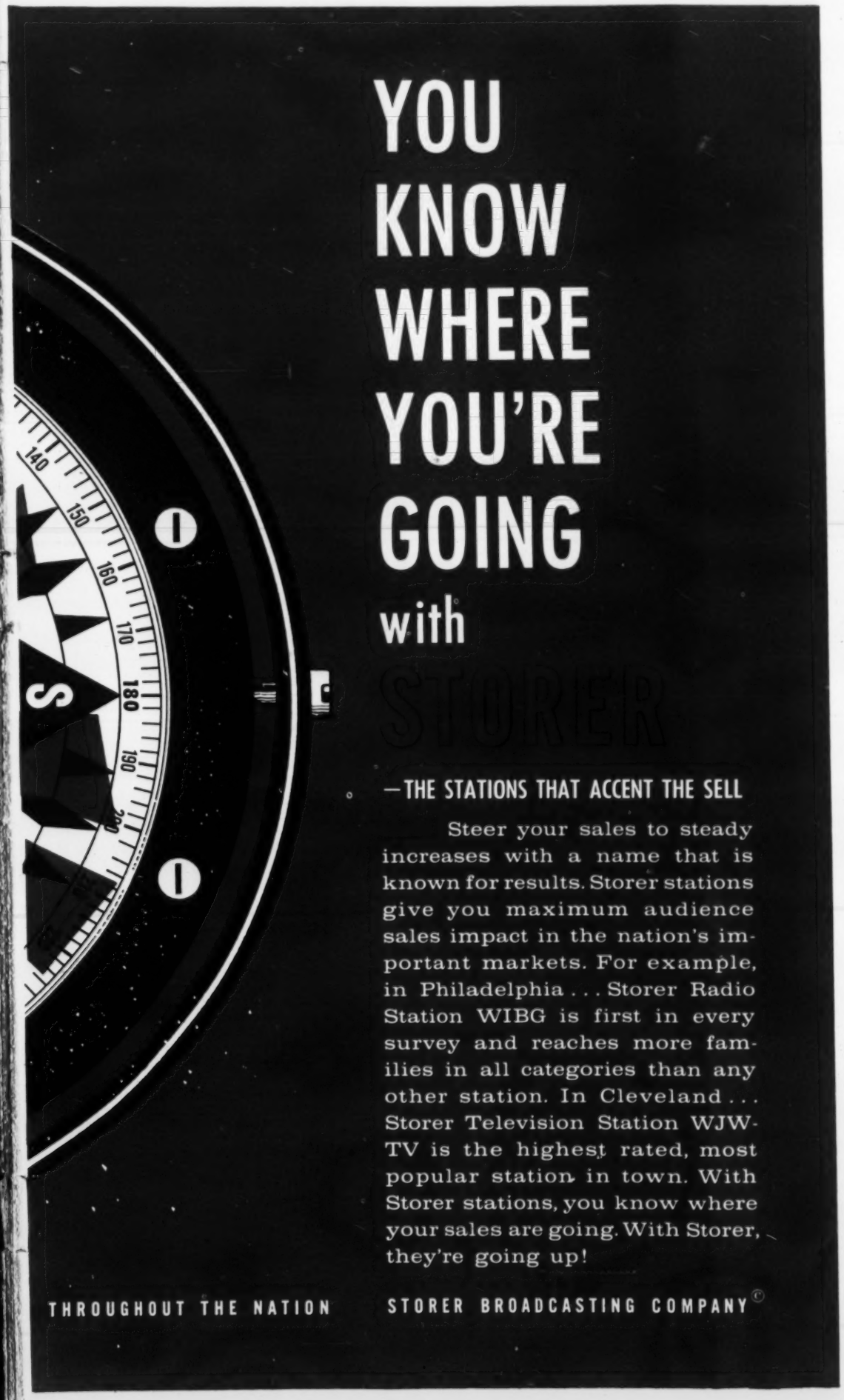
In France, as in other countries, the big opposition to commercial tv comes from fearful newspaper and magazine publishers. Marcel Bleustein-Blanchet, president of Publicis, France's largest advertising agency, recently advised the publishers to give up fighting something they cannot suppress. "They," he said, referring to the publishers, "know they are beaten. They know that today they will inevitably have to deal with television. But they do not want to admit it. They hide behind crumbling defenses of all kinds, for today it is no longer possible to avoid television advertising."

■ M. Bleustein-Blanchet wryly suggested that the French publishers take a leaf from the book of their English counterparts, who have followed the "if you can't

1959 German TV Volume to Quadruple to $12,000,000

FRANKFURT, Nov. 3—Although commercial time on German television is severely restricted—six minutes per day—tv is still the fastest growing advertising medium. Expenditures in tv:

- 1956, $50,000.
- 1957, $90,000.
- 1958, $2,900,000.
- This year they are expected to hit $12,000,000. #


YOU KNOW WHERE YOU'RE GOING with STORER
—THE STATIONS THAT ACCENT THE SELL
Steer your sales to steady increases with a name that is known for results. Storer stations give you maximum audience sales impact in the nation's important markets. For example, in Philadelphia . . . Storer Radio Station WIBG is first in every survey and reaches more families in all categories than any other station. In Cleveland . . . Storer Television Station WJW-TV is the highest rated, most popular station in town. With Storer stations, you know where your sales are going. With Storer, they're going up!
THROUGHOUT THE NATION
STORER BROADCASTING COMPANY©
STORER STATIONS
TELEVISION
DETROIT WJBK-TV
CLEVELAND WJW-TV
TOLEDO WSPD-TV
ATLANTA WAGA-TV
MILWAUKEE WITI-TV
RADIO
PHILADELPHIA WIBG
DETROIT WJBK
CLEVELAND WJW
WHEELING WWVA
TOLEDO WSPD
MIAMI WGBS
LOS ANGELES KPOP
NATIONAL SALES OFFICES:
625 Madison Ave., N.Y. 22
PLaza 1-3940
230 N. Michigan Ave., Chicago
FRanklin 2-6498

in **DETROIT**
you know where you're going
with **WJBK** radio

Sell 'em coming and going • Dominate Detroit, the "market on wheels"
Capture the home audience, too • Go BIG on the "Station on the go"
Go Saturation on special low cost multi-spot plan
Call KATZ for details • WJBK-RADIO IS Detroit

a **STORER** station

beat them, join them" policy. He pointed out that publishers have become the largest principals in British commercial tv.

Wherever television advertising has been introduced, it has turned out to be a major medium for advertisers, particularly large advertisers of consumer package goods. The record also shows, however, that television advertising has invariably contributed to a general expansion of advertising activity, in which print media have shared.

In Japan, for example, the newspapers' share of the advertising melon dropped below 50% last year for the first time. Television, meanwhile, leaped from 6.4% to 9.9%. It was, however, a bigger melon—$295,000,000 compared to $260,000,000 in 1957.

■ The same thing is happening in Britain, where total advertising expenditures now exceed $1 billion annually. In 1958, for the first time, the print media failed to account for more than 50% of the melon. Expenditures in tv have zoomed, moving from $92,400,000 in 1957 to $142,800,000 in 1958. This year they are expected to hit $182,000,000, according to the projections of Dr. Mark Abrams of London Press Exchange.

Top 10 TV Countries

Britain	10,000,000
Canada	5,500,000
Soviet Union	4,000,000
W. Germany	3,000,000
Japan	3,000,000
Italy	1,500,000
France	1,300,000
Brazil	800,000
Australia	600,000
Mexico	600,000

In Britain, as in the U.S., tv is the favorite of the big spenders. The top 20 British advertisers put more money in television last year than they did in newspapers and magazines. Considering that commercial tv is only four years old in Britain, this is a veritable overnight revolution in advertising planning—and a foretaste of what is likely to happen in other countries.

Television may have had more than a little to do with the recent international moves of U.S. agencies. Ted Bates & Co., a shop with 74.5% of its billings in tv, acquired a London agency (John Hobson & Partners) this year and Madison Ave. is wondering how the British are going to take to those hard-hitting Bates-type commercials.

■ The Bates invasion followed closely on the heels of Benton & Bowles' acquisition of Lambe & Robinson in London. B&B and L&R are both Procter & Gamble agencies and the soap company's British subsidiary, Thomas Hedley, has already elevated tv to its No. 1 medium.

A veteran of the U.S. television wars, Sylvester (Pat) Weaver, is also part of the international scene today, in his new position as chairman of McCann-Erickson's international company. Mr. Weaver's first public showing was the announcement of McCann's acquisition of an Australian agency, Hansen-Rubensohn, which he proudly identified as "Australia's No. 1 tv agency."

Watching this growth of tv abroad with scarcely concealed excitement are the U. S. program packagers, who would like to fashion for themselves a foreign market comparable to the one carved out by Hollywood.

Sales of U.S. television programs abroad are now estimated at $25,000,000 annually and this is only a drop in what the distributors expect to be a big bucket. Emulating Hollywood, the tv film exporters are now trying to form an association that would be exempt from U.S. anti-trust laws.

■ This association would negotiate internationally for the industry, taking care of such headaches as currency exchange and quota restrictions. William H. Fineshriber Jr., veteran broadcasting executive, is drawing up an organizational plan that is expected to be ready later this month.

American television programs are already playing on screens all over the world. A virgin tv station abroad needs product and the American film sellers are aggressive seducers.

Leonard Goldenson, president of American Broadcasting-Paramount Theatres Inc., returned from a swing through the Far East in September and reported:

"The potential popularity of American programs abroad is readily seen in Australia. The top 10 in that country are almost a duplicate

The Media Surveys You Use Show Conclusively . . .

WTVJ

Is South Florida's **LARGEST** Daily Circulation Medium

Only **WTVJ** *— with unduplicated network signal — delivers TOTAL COVERAGE of South Florida!*

Authoritative current circulation criteria verify that WTVJ is first . . . in daily *penetration* of America's fastest-growing area market, in daily *circulation* among South Florida's buy-conscious permanent residents.

Within South Florida's fabulous Gold Coast alone, WTVJ is viewed *daily* in 27% more homes than the area's principal newspaper is read. Complete details are available from your PGW Colonel or WTVJ Sales.

WTVJ South Florida
CBS CHANNEL 4

Represented Nationally by: Peters, Griffin, Woodward, Inc.

of the first 10 in the U.S. For example, '77 Sunset Strip,' a top-rated program here, is No. 1 there."

■ In Britain, the No. 1 television market outside the U.S., American programs are a ubiquitous part of the top 10 ratings. In the week ended Oct. 11, for example, Television Audience Measurement Ltd. reported the following shows among the leaders on commercial tv: "Wagon Train," "Emergency-Ward 10," "Cheyenne," "Gun Smoke," "Maverick" and "77 Sunset Strip."

All of these shows scored higher ratings than the most popular BBC program. Not that the BBC scorns the American product. Among the corporation's top-rated shows these days are "Bronco" and "The Lone Ranger."

The National Broadcasting Co. has sold kinescopes of "The Perry Como Show" in 17 countries. NBC, in company with ABC, has also been active in acquiring interests in foreign tv properties. NBC has a piece of an Australian station and a management service contract with the British program contractor serving Wales. ABC has bought interests in tv stations in Australia and Costa Rica.

■ At CBS Films Inc., there are some 40 shows offered for sale abroad. The most popular sellers in foreign markets are "Gun Smoke" (now in 17 markets), "I Love Lucy" (now in 16 markets), "Terrytoons" (now in 15 markets), "Whirlybirds" (now in 14 markets), "Have Gun, Will Travel," "Perry Mason," "Adventures of Champion" and "San Francisco Beat."

ABC's top sellers abroad have been: "Three Musketeers," "Sheena, Queen of the Jungle," "26 Men," "The Playhouse" (the Schlitz series) and "Douglas Fairbanks Jr. Presents."

Among the program packagers, foreign business has also been brisk. Screen Gems has made multi-market sales with "Rin Tin Tin" and "Father Knows Best." International Television Corp. has just reported that its new show, "Four Just Men," has already been sold in 15 countries outside the U. S. for a total gross of $878,000. Ziv Television reports that in September it had record-breaking sales involving 21 different properties in 16 countries.

ITC now has 19 properties running in 39 countries. Its top sellers have been: "Lassie," "Lone Ranger" and "Fury." Ziv now has 26 shows in 24 countries. Its top sellers: "Highway Patrol," "Sea Hunt," "Bat Masterson" and "Cisco Kid."

■ One problem faced by all the companies operating in the international field is the thorny one of nationalism. It is here that the proposed export association can play an important role. There is probably not a television country in the non-Communist world that does not have its share of critics who carp at the "Americanization of our culture."

In Britain, where the critics have been quite vociferous, there is a 14% quota on imports, but American producers have been able to work around this restriction by producing shows there. In Japan, American programming is limited to four and one-half hours a week.

■ Australia decided not to impose a quota on imports and it has been open season there for American film sellers. Earlier this year George Patterson Pty. Ltd., Australia's largest advertising agency, said that it had originally opposed a quota but it had since had some second thoughts.

Patterson described Australian tv as "a lusty, clamorous infant —fast-growing, gun-toting and speaking with a pronounced American accent." The agency said that if some kind of quota was not imposed, "the creeping mediocrity of our present local programs and performers could result in the relegation of Australian television to the status of a permanent relay unit of the American networks, with occasional breaks for local identification as a minimal concession to government requirements." #

British Commercial TV Now Far Exceeds BBC in Audience

LONDON, Nov. 3—Television Audience Measurement Ltd. reports that during the July-to-September period of this year the BBC's share of the television audience was 28%, compared with 72% for the commercial channel.

The figures were the same for the April-to-June period. #

in
TOLEDO
you know
where you're
going with
WSPD
radio
(NBC NETWORK)

Blow the whistle if your sales are lagging in booming Toledo . . . More audience around the clock than the next two stations combined!
1st in Toledo for 38 years—WSPD, the habit station.
Call Katz for fast action.
a STORER station
National Sales Offices:
625 Madison Ave., N.Y. 22
230 N. Michigan Ave., Chicago 1

From Boston to Washington, and throughout New York State, FM radio now reaches a quality audience for good music in 17 major markets through

THE QXR NETWORK

If you have a product or service to sell to a better-income audience, you now can reach hundreds of thousands of these families in a single "buy." Affiliates of the QXR Network are the leading FM stations in their markets . . . and their markets are among the biggest in the U.S. More than 30,000,000 people live within range of QXR Network stations.

The format of the QXR Network—good music and the hourly news of The New York Times—is the same that has made WQXR America's Number One Good Music Station. The people who listen to the QXR Network have higher incomes and better jobs. And they spend most of their listening time tuned attentively to the QXR Network. As a result, they cannot be reached effectively through any other broadcast medium.

Get in touch with us today for full data on audience characteristics and listening habits.

The QXR Network, 229 West 43 St., New York 36, N.Y.

New York State
Albany-Troy-Schenectady
WFLY-FM
Binghamton
WNBF-FM
A Triangle Station
Buffalo
WGR-FM
A Transcontinent Station
Ithaca
WRRA-FM
Jamestown
WJTN-FM
Olean
WHDL-FM
Rochester
WROC-FM
A Transcontinent Station
Syracuse
WSYR-FM
Utica-Rome
WRUN-FM

New England
Boston
WXHR
New Haven-Hartford
WNHC-FM
A Triangle Station
Providence
WPFM
Worcester
WTAG-FM

Middle Atlantic
Baltimore
WITH-FM
Philadelphia
WFIL-FM
A Triangle Station
Allentown-Bethlehem-Easton
WFMZ
Washington
WASH-FM

Through an arrangement with FM stations in leading markets outside our Network area, your QXR Network advertising can reach a **national audience** for little extra cost. Ask us for details.

Information for Advertisers

Amos Parrish & Co. has published its 1960 edition of the "Amos Parrish Executive Planning Calendar," which contains statistics on department store monthly volume change comparisons, a list of the largest volume departments during each month and a comparative store and department change for preceding years, plus notations of important sales dates and recommendations for special holiday promotions. Priced at $1, copies of the calendar may be obtained from calendar promotion department, Amos Parrish & Co., 500 Fifth Ave., New York 36.

• **American Exporter** has published a compilation on 1958 exports of U. S. refrigeration and air conditioning products by product classification and country breakdown. Copies of the 14x22" wall chart are available from *American Exporter*, 386 Fourth Ave., New York 16.

• The **Dallas Morning News** has published a 36-page booklet on "What Makes Big D Big?" The booklet describes Dallas' population, industry, building construction, transportation and communication facilities. Additional information may be obtained from Ted Barrett, promotion director, *Dallas Morning News*, Dallas.

• **Contractors & Engineers** has published a booklet telling about the construction market and how it is divided according to size of companies. Additional information may be obtained from Philip R. Lottinville, promotion manager, *Contractors & Engineers*, 470 Fourth Ave., New York 16.

• **Transportation Displays** has published a brochure on the New York commuter, his income-occupation, possessions, entertainment and travel habits. Copies of this brochure are available from Carole Z. Manoukian, director of promotion, Transportation Displays, 70 E. 45th St., New York 17.

• The **Pontiac Press** has published a 45-page booklet on "Newspaper Home Coverage Study of the Pontiac, Mich., Area." Included in the study, conducted by Benson & Benson, Princeton, N. J., in consultation with the Advertising Research Foundation, is information on household characteristics, family size, income, age, ownership of homes, automobiles and major appliances. Copies are available from A. W. Lehman, managing director, Advertising Research Foundation, 3 E. 54th St., New York 22.

HAPPY HAL—*Harold E. Fellows, president of the National Assn. of Broadcasters, looks pleased at the way things are going as NAB's annual series of regional confabs gets under way. Mr. Fellows posed for this caricature (by AA's Sally Zipp) at the Chicago conference.*

• **Weekend Magazine** and its French version, *Perspectives*, have published a "Retail Sales Map of Canada," which shows each county and province in proportion to its dollar volume in retail sales. Copies are available from W. D. Taylor, director of advertising, *Weekend Magazine*, 231 St. James St., West Montreal 1.

• **WIBG** has published a booklet on the Philadelphia radio audience. Results of the study, conducted by Pulse Inc., include information on ownership of homes, automobiles, appliances, buying patterns and earning power of Philadelphia families. Additional information is available from John C. Moler, managing director, WIBG, Suburban Station Bldg., Philadelphia 3.

• **Print's** May-June 1959 issue, devoted to the "Corporate Image," has been reprinted as a 32-page booklet. Copies, priced at $1 each, may be obtained from *Print*, 1519 Connecticut Ave., Washington.

• **WBNS** has published the results of an image study of WBNS made by Pulse Inc. Copies are available from Don White, national sales manager, WBNS, 33 N. High St., Columbus, O.

• **Howe Folding Furniture** has published a brochure featuring folding tables as business gifts, premiums and sales incentive awards, giving full description of each table's physical advantages, dimensions open and folded, and its retail price. Copies of the brochure are available from Howe Folding Furniture, 1 Park Ave., New York 16.

• **Ebony** and **Jet** have published a 35-page booklet, "Urban Negro Market Potential," which describes the Negro population increase and growth trends, behavior patterns and purchase patterns. Additional information is available from *Ebony/Jet*, 1820 S. Michigan Ave., Chicago 16.

• **Hobby Industry Assn. of America** has published a handbook on "Merchandising Hobbies," which includes information on accounting principles, proven retailing practices and extensive retailing experience. Copies are available from Hobby Industry Assn., 1528 Walnut St., Philadelphia 2.

• The **Philadelphia Inquirer** has published a three-color booklet featuring highlights of a running analysis of newspaper readers in the Philadelphia area made by Sindlinger & Co. Copies of the booklet are available from the promotion department, *Philadelphia Inquirer*. #

*more listeners
than all other
stations combined

NOTHING SELLS LIKE ACCEPTANCE...
35 years of top acceptance are yours to use on WCCO Radio. More listeners than all other Minneapolis-St. Paul stations combined! Lowest cost per thousand . . . less than half of the average of all other Twin Cities stations. Cash in on full-size programming for full-size results.

*lowest
cost / per
thousand

WCCO RADIO
Minneapolis • St. Paul
The Northwest's Only 50,000 Watt 1-A Clear Channel Station • Represented by CBS Radio Spot Sales

Source: Nielsen Station Index, Jan.-Aug., 1959 Station Total, 6 AM-Midnight, 7-day week.

Color TV Slowly Keeps Gathering Sales Momentum

NBC Keeps Wide Lead in Color Programming; Set Count Now 500,000

NEW YORK, Nov. 4—"If you get a chance, try to catch that show on a color set. It's a wonderful program, but color adds a great deal to the over-all impact."

"Lately I've been thinking that I might like to buy a color set. NBC is certainly doing a fine job of reminding us black & white set owners that somebody else is seeing Lawrence Olivier, Dinah Shore, Jayne Meadows, Fred Astaire, et al in color."

This is the kind of talk one hears nowadays among tv editors and critics, as well as people who are not associated with the business. It is this burgeoning enthusiasm and word-of-mouth support which may help to get color off on a growing spree that will, at long last, put it in the ranks of the mass media.

There are now about 500,000 color equipped homes, which is about 50,000,000 short of the b&w figure.

Admiral Corp., which began color tv receiver production five years ago, and then dropped it, is now "back in color tv to stay," according to Ross Siragusa Jr., tv sales manager.

He said several factors, led by the increase in color programming, caused Admiral to re-enter the market. He added that distributors and dealers have found that color tv can bring good profit margins, and provide no significant new servicing difficulties.

As a result, Mr. Siragusa said, the company expects its sales at the end of the year to be 35% above its original marketing plan.

■ Besides the growing public enthusiasm, these are the hopeful developments noted by color tv's major boosters:

• Set sales are booming. RCA reports that the demand is so far ahead of the expectations for the fall selling season that shortages are now developing for some of the more popular models. The factory's supply of sets for this year has all been delivered to dealers.

• The amount of color programming is increasing—this despite the fact that NBC is getting no help from ABC or CBS. ABC is not yet equipped to carry color; CBS this fall is colorcasting a few Red Skelton shows, and so far nothing else.

• NBC is carrying from 18 to 21 hours of color weekly. This includes a variety of fare ranging from specials to daytime audience participation shows to Saturday morning kid programs. More than 350 stations are equipped to feed network color shows in color; 109 can originate color film shows, and about 40 can originate live color tv.

• Stations with color equipment also are carrying more local color programming. This is particularly true in Indianapolis, Boston and Cincinnati.

• Crosley Broadcasting Corp. has scored a major technical color breakthrough. This company has invested more than $1,000,000 in color equipment. Crosley has announced that it has developed a technique for colorcasting night baseball and indoor athletic events. Some of the night contests of the Cincinnati Reds will be covered in tint tv by WLW-T during the 1960 season.

• Dealers are beginning to get on the color bandwagon—not just as passive riders, but as active supporters. Dealer support currently centers around Color Tv Month promotions being staged during November.

■ Kickoff on the Ohio promotion started with a closed-circuit presentation to dealers from the Crosley Broadcasting Corp.'s station in Cincinnati. The 45-minute presentation was on color tape.

Co-op funds are being made available for this promotion. They are being used mainly for newspaper ads and tv spots. Promotion is heaviest in the areas where stations are equipped for local color telecasting. Dealers are featuring two main come-ons to lure the customers into the stores:

1. Higher trade-in offers on old sets. The lowest-price RCA set remains $495, and there are no signs that it is going to come down soon. But the trade-in boost will appeal to bargain seekers.

2. The buyer of a color tv set gets a free color tv set christening party, courtesy of the dealer from whom he bought the set. The party is held, of course, in the new owner's home, with a guest list of his choice.

COLOR TV SALES BEAT FORECAST, TONEY SAYS

CINCINNATI, Nov. 3—Sales of color tv sets are so good this fall that there are shortages of some models at the retail level, James M. Toney, vp of RCA Victor television products, said here last week.

Mr. Toney told the Cincinnati Advertising Club that RCA had "been doing handsprings the past few weeks trying to fill back orders, but it looks as if the shortage may continue through '59.

"Sales are going much better than we had originally projected for this year—and we were optimistic in our planning," he said. "And we as a manufacturer have reached the point where it is profitable to make as well as sell color television."

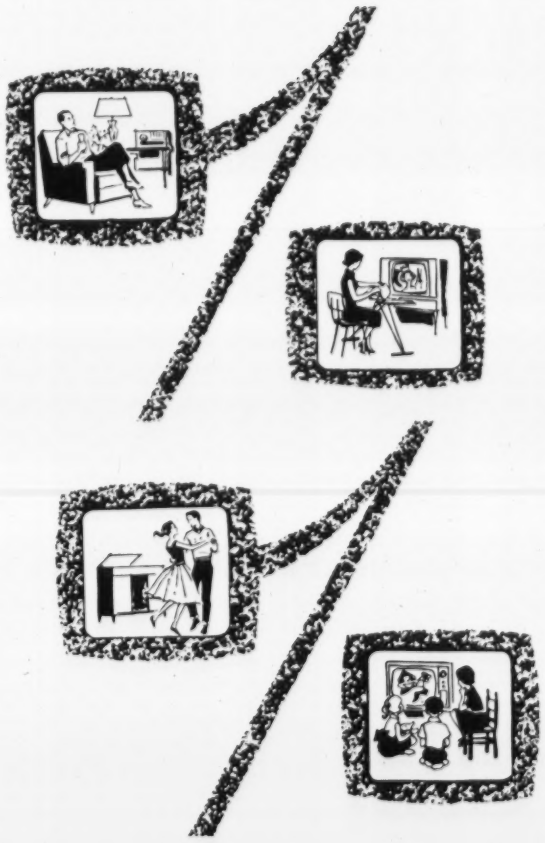
Mr. Toney said there are now some dealers who sell only color tv models and others report that color tv volume in dollars often equals b&w. He said many dealers have taken on the RCA Victor tv line just to get color.

The RCA executive credited the upsurge in color tv sales to expanded network and local color schedules, reduced service charges, stabilized prices and growing public realization that "today's sets have reached a high plateau of excellence that will remain relatively unchanged for the next few years at least." #

Lawrence Joins Caloric

Robert Lawrence, formerly with Lever Bros. Co., has joined Caloric Appliance Corp., Jenkintown, Pa., as marketing manager.

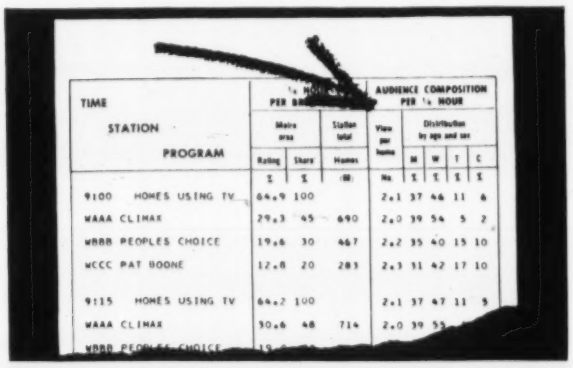
who listens... when?



Knowledge of Audience Composition is imperative if advertising dollars are to be spent effectively. Those interested in cigars and shot guns are not good prospects for lingerie and cake mixes. Automobiles are not effectively sold against a background of fairy tales.

Nielsen Station Index Reports show you at a glance the composition of the audience for each station for each 15-minute period . . . from 6 in the morning to 12 at night . . . for the entire week.

Here, in easy-to-use figures you learn total audiences and their composition by men, women, teenagers, and children.



TIME / STATION / PROGRAM	¼ HOUR PER BROADCAST			AUDIENCE COMPOSITION PER ¼ HOUR				
	Metro area		Station total	Viewers per home	Distribution by age and sex			
	Rating	Share	Homes		M	W	T	C
	%	%	(M)	No.	%	%	%	%
9:00 HOMES USING TV	64.9	100		2.1	37	46	11	6
WAAA CLIMAX	29.3	45	690	2.0	39	54	5	2
WBBB PEOPLES CHOICE	19.6	30	467	2.2	35	40	15	10
WCCC PAT BOONE	12.8	20	283	2.3	31	42	17	10
9:15 HOMES USING TV	64.2	100		2.1	37	47	11	5
WAAA CLIMAX	30.6	48	714	2.0	39	53		
WBBB PEOPLES CHOICE	19.0							

For television. NSI reports Audience Composition data for every market in the U.S. with competitive tv programming. These 146 market areas (231 cities) account for over 97 percent of all U.S. tv viewing.

For radio. NSI reports composition of radio audiences for the top 34 markets in the U.S. These account for the bulk of radio listening, thanks to radio's long reach.

And a lot more. Audience Composition, important as it is, is only one of the measurements reported by Nielsen Station Index. You also find the percent of homes reached by each station during each 15-minute time period in each of the 146 Metro or Central Areas . . . and the total *number* of homes reached, regardless of their location.

Send for sample NSI Report. See for yourself the wealth of information NSI Reports put at your fingertips . . . it is the only way you will understand why leading agencies, advertisers, and stations consider NSI Reports a "must" for efficient operation.

Nielsen Station Index

a service of A. C. Nielsen Company

2101 Howard Street, Chicago 45, Illinois • HOllycourt 5-4400

CALL . . . WIRE . . . OR WRITE TODAY FOR ALL THE FACTS

CHICAGO 1, ILLINOIS
360 N. Michigan Ave., FRanklin 2-3810

NEW YORK 22, NEW YORK
575 Lexington Ave., MUrray Hill 8-1020

MENLO PARK, CALIFORNIA
70 Willow Road, DAvenport 5-0021

9739

Sly to Plan AIA Programs for Washington Conference

John E. Sly, advertising manager of the plastics marketing section, polychemicals department, E. I. du Pont de Nemours & Co., Wilmington, Del., has been named chairman of programs for the 1960 general conference of the Assn. of Industrial Advertisers (formerly National Industrial Advertisers Assn.), New York.

The conference will be held in June, 1960, in Washington, D. C. Mr. Sly is president of Eastern Industrial Advertisers, Philadelphia chapter of AIA. Tom Allison, president of the Daystrom-Weston divisions of Daystrom Inc., Newark, N. J., is general chairman of the conference.

Liska to Hayden Publishing

Donald Liska, formerly with William Esty Co., has joined Hayden Publishing Co., New York, publisher of *Electronic Design* and *Electronic Daily*, as an advertising salesman.

GRANDSTANDEES—*Alec Chesser chats with a Rice tackle.*

Versatile Admen . . .

Kern Tips and Alec Chesser

On any day of any week, any time of the year—but especially in the fall, someone will walk up to Kern Tips and say, familiarly, "Do you remember that 1945 game between Rice and Texas? Who was it made that long run?"

Mr. Tips pulls out his wallet, consults one of the pack of tiny cards he carries, and discusses the game with complete knowledge.

He started his 25th year as a broadcaster of football games on Sept. 19, sponsored by Humble Oil & Refining Co. This year also is Kern's 13th year in the agency business. He is an account manager in McCann-Erickson's Houston office.

Kern Tips' broadcasting partner is Alec Chesser, advertising manager of Houston Natural Gas Corp. Alec will provide the color and statistics, while Kern follows the action.

The two admen are among 20 announcers who cover games in the Southwest for Humble.

Mr. Tips' training for his sportscasting avocation got into high gear back in 1926, when be became sports editor of the *Houston Chronicle*. In that year he also started broadcasting news and sports over a local radio station.

After a year away from Houston, he returned to become manager of Radio Station KPRC. Humble, an affiliate of Jersey Standard, sponsored its first Southwestern Conference game in 1934; Kern joined the action in 1935.

■ Alec Chesser was chief announcer at Radio Station KABC (now KENS), in San Antonio, when he joined Humble's corps of football announcers in 1944. In January, 1952, he left his job as program director at KITE, San Antonio, to become an account executive with Wilkinson-Schiwetz-Tips, which in 1954 was absorbed by McCann-Erickson. One of his accounts was Houston Natural Gas Co. McCann-Erickson still handles the account, but Chesser joined that company as ad director in 1955.

As McCann account manager, Kern Tips calls on a squad-size roster of regional and local accounts. Even during the off-season, people in offices and stores recognize the sportscaster and talk football with him.

"People are people, before they are clients," Tips says. "However, during the week, I do not let football overshadow advertising." #

KERN TIPS *at the microphone.*

A Night at the Opera; an Exhausting Research Project

NEW YORK, Nov. 3—*Saturday Review*, which is now handling the Metropolitan Opera program magazine, last week added a new dimension to media research.

The Met opened its season Monday night and *SR* had Richard Manville Research Associates take an audit of the automobiles used by the first-nighters.

■ *SR* has now flashed the results to advertisers: 813 cars were clocked between 5:30 and 8:30 p.m.; 58% of the cars were taxicabs; 15% were rented; excluding cabs, 41% were rented; excluding cabs, 86% of the cars were chauffeur-driven.

The share-of-market picture looked like this: Cadillac, 74%, Imperial, 5%, Chrysler, 2%, Lincoln, 2%; foreign cars accounted for 9% of the total and two-thirds of these were Rolls-Royces or Bentleys. #

Katz Agency Names Two

William W. Keup, formerly with Peters-Griffin-Woodward, has joined the Chicago television sales staff of Katz Agency, station representative. Muriel J. Baker, formerly associate personnel and management director of Donahue & Coe, has joined Katz Agency, New York, as personnel supervisor.

Schultz Forms PR Company

Burt Schultz, formerly with Benton & Bowles, has formed Burt Schultz & Associates, public relations and publicity, at 654 Madison Ave., New York.

Radio-TV Production and Sales

Number of Sets Produced

	TV	Radio Sets			
	Sets	All	Auto	Portable	Other
1959*	3,680,521	8,946,000	3,434,000	..... 5,512,000	
1958	4,920,428	11,747,000	3,715,000	3,373,000	4,659,000
1957	6,399,345	14,505,000	5,496,000	3,265,000	5,744,000
1956	7,387,029	13,518,000	5,057,000	3,113,000	5,348,000
1955	7,756,521	14,133,000	6,864,000	2,027,000	5,242,000
1954	7,346,715	10,028,000	4,124,000	1,333,000	4,571,000
1953	7,215,827	12,852,000	5,183,000	1,742,000	5,927,000

Retail Sales

	TV	Radio (Auto Omitted)
1959*	$3,126,981,000	$4,357,000,000
1958	5,140,082,000	7,989,000,000
1957	6,560,220,000	8,837,000,000
1956	6,804,783,000	7,913,000,000
1955	7,421,084,000	6,573,000,000
1954	7,317,034,000	6,047,000,000
1953	6,375,279,000	6,526,000,000

Source: Electronics Industries Assn.

*Eight Months.

the perfect sales climate

KBIG provides an *atmosphere of believability*. It's a refreshing oasis from irritating pitches, frenzied music, over-crowded spots. Advertising stands out . . . gains the confidence of higher income listeners (Pulse). To sell a *91% adult* audience (Pulse) in 234 Southern California markets, plant your campaign on KBIG. America's leading advertisers are moving to the perfect "climate" that makes sales grow . . . for an average of 71% *less* cost than stations with comparable coverage.

740 kc/10,000 watts

KBIG

The *refreshing sound* of radio

JOHN POOLE BROADCASTING CO., INC.
6540 Sunset Blvd., Los Angeles 28, Calif. • HOllywood 3-3205
National Representative: Weed Radio Corp.

"Me an' J. K.

is just like this!" WJAR-TV not only has a corner on quality feature films in the Providence market, but also exposes them with rare showmanship. Morning and afternoon films, for example, are emceed daily by personable Jay Kroll who asks viewers to write and tell him what they would like to see, then waits for the mailman to clue him on local tastes. Between "acts", Jay interviews visiting celebrities, and leaders of local and national civic groups. "The Jay Kroll Show" — another good reason why WJAR-TV has won the TV heart of the PROVIDENCE MARKET.

10th Anniversary of CHANNEL 10
WJAR-TV
Cock-of-the-walk in the PROVIDENCE MARKET

NBC • ABC • Represented by Edward Petry & Co., Inc.

Adm. Rickover Wins First Round in Copyright Suit

WASHINGTON, Nov. 3—A federal district court judge here has given the first round to Vice-Adm. Hyman G. Rickover in a law suit over the right of federal officials to enforce a copyright on their public speeches.

The issue arose when Public Affairs Press, Washington, notified Adm. Rickover that it planned to publish a book containing a number of his recent speeches. When Adm. Rickover claimed the speeches were covered by copyright, Public Affairs Press sought a declaratory judgment.

In ruling for the admiral Judge Alexander Holtzoff said, "No one sells or mortgages all the products of his brain to his employer by the mere fact of employment.

■ "While the government employe is under legal and moral obligation to utilize all his abilities, knowledge and experience in its behalf, he remains a free agent.

"His intellectual products are his own, and do not automatically become the property of the government. The circumstance that the ideas for the literary product may have been gained in whole or in part as a result of, or in the course of the performance of, his official duties does not affect the situation."

M. B. Schnapper, executive director of Public Affairs Press, said the ruling will be appealed. "In essence," he said, "the judge has ruled that the so-called literary rights of a public servant are more important than the right of people to know."

■ "If Adm. Rickover is right, then the patent laws have taken precedence over the First Amendment. If Adm. Rickover is right, then, in effect, every government servant is free to sell and restrict speeches prepared, delivered, and disseminated with the full benefit of government intelligence, facilities and auspices."

In addition, Mr. Schnapper said, "if Adm. Rickover is right, then the nation's press can quote him only at his sufferance."

The case involved 23 speeches on a variety of topics ranging from nuclear power to education. Some of the more recent speeches carried a copyright notice, and Adm. Rickover had completed arrangements with a publisher who agreed to compensate him.

In his decision, Judge Holtzoff said this was an instance where the literary product had a bearing on, or arose out of official actions, but the writing was not part of official duty.

■ He said it is not in the public interest to hamper the intellectual growth of anyone, or to interfere with the development of ideas, merely because the person who is uttering them happens to be employed by the government.

"Many scientific articles published in technical journals are written by scientists employed by private concerns, and their employers generally encourage such activities," the judge said. "No one would contend that the copyright on such articles would belong to the employer."

He brushed aside evidence that some of the speeches had been processed on government mimeographs and that government secretarial help had been used. "If any government agency objects to such a course of action, the matter can be dealt with by regulations," the judge said.

■ Even the speeches which did not carry a copyright could be protected, the judge said, once Adm. Rickover decided to publish copyright notice.

Some copies of these speeches had been distributed at the time the speeches were made. But Judge Holtzoff said this represented limited distribution and did not constitute abandonment of literary property, and does not bar the author from procuring copyright later when the product is actually published. #

TV Industry Sales and Income: 1956-58

Advertising Age Compilation from FCC Reports
(Millions)

	3 Networks			Network-Owned Stations*			Other Stations*			All		
	1958	1957	1956	1958	1957	1956	1958	1957	1956	1958	1957	1956
Time Sales												
Network	$277.5	$257.3	$239.7	$ 29.2	$ 30.4	$ 29.4	$117.8	$106.5	$ 98.6	$424.5	$394.2	$367.7
Nat'l. & Regional Spot	—	—	—	73.5	58.5	55.7	271.7	237.9	225.5	345.2	296.4	281.2
Local	—	—	—	24.6	23.4	22.9	156.7	154.7	151.3	181.3	178.1	174.2
Total Time Sales	277.5	257.3	239.7	127.3	112.3	108.0	546.2	499.1	475.4	951.0	868.7	823.1
Less: Commissions	64.5	59.6	55.7	18.9	16.3	15.2	75.9	66.5	63.1	159.3	142.4	134.0
Net Time Sales	213.0	197.7	184.0	108.4	96.0	92.8	470.3	432.6	412.3	791.7	726.3	689.1
Revenue from Talent, etc.	187.7	170.5	161.5	7.6	3.7	4.0	43.0	42.7	42.3	238.3	216.9	207.8
Total Broadcast Revenue	400.7	368.2	345.5	116.0	99.7	96.8	513.3	475.3	454.6	1,030.0	943.2	896.9
Total Broadcast Expense	366.7	337.5	302.2	73.0	59.7	54.7	418.4	386.0	350.4	858.1	783.2	707.3
Total Broadcast Income Before Taxes	34.0	30.7	43.3	43.0	40.0	42.1	94.9	89.3	104.2	171.9	160.0	189.6

1956: 15 Network-Owned Stations, 459 Other Stations.
1957: 16 Network-Owned Stations, 485 Other Stations.
1958: 19 Network-Owned Stations, 495 Other Stations.

'Times-Mirror' Buys Remaining KTTV Stock

Times-Mirror Co., Los Angeles, has purchased 25% of stock in KTTV, Los Angeles, from Loew's Inc., giving Times-Mirror Co. complete ownership of the station. Purchase price was undisclosed, but was said to be in excess of the $1,625,000 which Loew's paid for the stock in August, 1956. Times-Mirror Co. publishes the *Los Angeles Times* and *Mirror News*.

Chesebrough Names Enloe

Chesebrough-Pond's, New York, has appointed Cortez F. Enloe Inc. to handle its professional products advertising to the medical field. The appointment is effective Jan 1. Noyes & Sproul is the present agency. ■

for youngsters 9 to 90

CLUTCH CARGO

7:00-7:30 P. M. FRIDAY

In Color and Black and White

Another big, bright salesmaker on WWJ-TV! It's the first-time-in-Detroit "Clutch Cargo" adventure cartoon series featuring the amazing Syncro-Vox lip process.

Cash in on "Clutch"—timed perfectly to reach WWJ-TV's big early evening family audience just when week-end shopping plans are being made. Your PGW Colonel has complete details. Phone him today!

Coming soon! **WINTER BASEBALL**
Hot from Havana—and sure to score with sports-loving Detroit. Ask PGW.

Detroit, Channel 4 • NBC Television Network
WWJ-TV

NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC.
Associate AM-FM Station WWJ
Owned and Operated by The Detroit News

SURE WE MEAN BUSINESS!

by
Bert Ferguson
Exec. Vice-President,
WDIA

"The secret of success is constancy to purpose." Disraeli said that, and it's a definition you just can't argue —no matter what you're trying to achieve!

That's why we say, "When it comes to selling the Memphis Negro Market, Success is spelled W-D-I-A!" Our constant purpose has always been to deliver profitable, high volume sales for satisfied advertisers . . . in a market they just can't reach with any other medium! MORE THAN JUST A RADIO STATION . . . WDIA HAS BECOME A POWERFUL ADVERTISING FORCE IN MEMPHIS—AMERICA'S 10th LARGEST WHOLESALE MARKET!

We're proud of our success story! America's only 50,000 watt Negro Radio Station—that's WDIA! Only 50,000 watt station in the area—WDIA! First station in the country to program exclusively to Negroes—again, WDIA!

POWERFUL ADVERTISING FORCE!

Negroes make up 40% of this high volume market, and you simply can't sell the Memphis Negro without WDIA!

Low Negro newspaper and magazine readership means you can't reach the Negro with these media. Television ownership is low. And, because he listens first and foremost to WDIA, you can't sell the Memphis Negro with any other radio station!

WDIA's all-Negro entertainment staff commands the Memphis Negro's loyal listenership! How? With a triple-threat combination of exclusive Negro programming, personal appeal, and hard-hitting salesmanship! Known far and wide for its "50,000 Watts of Goodwill" through active public service and civic leadership—WDIA has become a vital part of its listeners' daily lives!

It's A Big Buying Market!

It all adds up to this: WDIA's fabulous success story can mean high volume sales and profits for *you*!

Within WDIA's listening pattern are one-and-a-quarter-million Negroes. The biggest market of its kind in the entire country! They have total earnings of $616,294,100 per year. And they spend, on the average, 80% of this income on consumer goods!

Only WDIA reaches and sells this enormous audience. That's why, no matter what your budget is for the Memphis Market . . . no matter what other media you're using . . . a big part of every advertising dollar must go to WDIA! Otherwise, you are missing 40% of the Memphis Market!

And, in this big buying market, the Negro buys quality—the Negro buys *quantity*! To cite just a few examples, last year Negroes in the Memphis market area bought 63.7% of the cooked cereals sold in Memphis . . . 38.8% of the cooking and salad oils . . . 61.3% of the flour . . . 42% of the toothpaste . . . and 45.1% of the hand lotions and creams!

In the past 10 years, national and local advertisers have invested $4,396,854.81 on WDIA. This prominent list of advertisers includes: WONDER BREAD . . . PROCTER & GAMBLE . . . CHEVROLET . . . TETLEY TEA . . . NATIONAL BISCUIT COMPANY . . . MUM . . . CARNATION MILK.

Yes, in the Memphis Market, WDIA means business for *you*! We can prove it! Just drop us a line today. We'd be proud to send you facts and figures.

Top Rated by All Auidence Surveys for Ten Years!

WDIA IS REPRESENTED NATIONALLY BY THE BOLLING COMPANY

EGMONT SONDERLING,
President
ARCHIE S. GRINALDS, JR.
Sales Manager

Plotnikov Vinogradov Kollontai Rubinshtein Kukin Arzumanyan Brockway

WELCOME, TOVARICH—*Louis N. Brockway, chairman of the executive committee of Young & Rubicam, welcomes visiting Russian economists to the agency. On hand for the session were K. N. Plotnikov, V. A. Vinogradov, V. M. Kollontai (an interpreter), M. I. Rubinshtein, D. N. Kukin and A. A. Arzumanyan.*

Maybe East, West Will Meet Some Day, but It Didn't Happen When Soviets Visited Y&R

By Milton Moskowitz

NEW YORK, Nov. 3—The yawning gulf of misunderstanding that divides Russians and Americans was perhaps never more apparent than at Young & Rubicam last week, when a team of Soviet economists paid a visit to the agency.

Y&R tried to initiate the Russians into some of the rites of advertising. The Russians tried to explain why they will never have need of advertising as we know it.

Each made as much impression on the other as a whisper in a howling Siberian snowstorm. It was one-way communication from start to finish.

■ The session began with a 40-page lecture by Louis N. Brockway, chairman of the Y&R executive committee. This was an illustrated discourse on advertising in the U.S. and it was pitched on what seemed to be a high school level.

Mr. Brockway indicated the dimensions of the advertising business and told how advertising is produced and what it accomplishes. "The artist works for the kind of pictures that will attract the eye, show the uses of the product and compete successfully for attention against all the other advertisements," he explained.

It was a moot question how much of the lecture was understood by the Russians. Of the five economists, one understood no English at all. Only one of the five, M. I. Rubinshtein, ventured to say anything in English. The rest spoke through an interpreter. There were no Russian versions of Mr. Brockway's text available.

■ If Mr. Brockway's talk had any tangible effect on the Russians, it was not apparent in the question-and-answer period that followed. The Russians politely complimented Mr. Brockway on doing a good job of "advertising advertising," but their questions were obviously not stimulated by anything he had said.

The Soviet visitors, who are here on an exchange program arranged by the Committee for Economic Development, are high level economists, and they view advertising as a special component of the capitalist economy. Their questions and their answers to questions came from this perspective.

Y&R's top brass—including Sigurd Larmon and George Gribbin —attended the session, but there was seemingly no one from the agency prepared to meet the Russians on this level. Y&R was at pains to show how advertising benefits the consumer. The Russians, already convinced that capitalism is on the way out, saw advertising only as a competitive force in a decaying and unreliable system.

■ The first question fired at Mr. Brockway was: "How do you use advertising in foreign trade?" Mr. Brockway seemed unprepared. A little later, Mr. Larmon got around to explaining that Y&R has offices abroad and correspondent relationships with foreign agencies and that it follows the same principles abroad that it does here.

The Russians expressed puzzlement over the fact that movies were advertised to the public but there was no indication of whether a film "is good or bad." How was one to know? In the disjointed discussion that followed, Charles Feldman, Y&R's copy director, explained that each of the movie companies puts its best foot forward and eventually the best films are generally the ones seen by the greatest number of people.

■ The Russians were also disturbed by the violence in films. Mr. Rubinshtein reported that he had seen a film on Sunday in which there were a good many killings and he noted that there were children in the audience.

There were smiles at this; then Tom Latham, assistant to the president at Y&R, replied that there were many more people in the U.S. than in Russia who were concerned about this matter. He said that he, as a father, was particularly concerned.

Mr. Latham made the point that after a while consumers of advertising learn to discount claims and are able to tell from advertising what a film is about.

The Soviet economists expressed interest in the mechanics of new product introductions. They asked how consumer desires were taken into consideration. Mr. Brockway said, "Well, we handle one of the big motor car manufacturers. They make a great big car, a medium-size car and a small car. So the consumer has a choice."

■ The Russians also wanted to know if anything is being done to improve the efficiency of advertising and reduce its cost. Mr. Brockway indicated at length that this gets into the province of "research"; he then tried to explain how cost-per-1,000 works in television.

When the Russians asked about media competition for a share of the advertising dollar, there was some hesitation until Mr. Latham produced some figures. Someone in the audience called out that media shares "don't change much, from year to year."

In answering questions put to them, the Russians explained that they use advertising only as an information medium: "Such and such a product is now available. It costs so much. It is sold here." They said that even if Soviet production expanded to the point where Russian consumers would have as many products in their homes as Americans, there would be no need for advertising, because they have no problems of competition and distribution of income.

■ The Russians tried to make the point that the U.S. has what they called a "market economy," meaning, apparently that the productive forces are greater than purchasing power. U. S. companies are not able to sell all they make, they said, simply because there is not enough purchasing power in the hands of consumers. In the Soviet Union, they said, this could never happen, because all the government would have to do to distribute output would be to increase wages automatically.

As far as Y&R was concerned, the Russians were now out in left field.

The Russian economists made clear that on the question of consumer needs, they stood four-square with Madison Ave. In fact, they emphasized their belief that consumer needs are "limitless"—impossible to saturate. #

1949 10th 1959
anniversary
WOC-TV Ch. 6
Davenport, Iowa—Rock Island—Moline, Illinois
The Nation's Forty-Seventh TV Market

On October 31, 1949, WOC-TV went on the air. FIRST in the Quint-Cities — FIRST in Iowa. This was in keeping with the foresight and courage of Colonel B. J. Palmer, who had pioneered the first radio station west of the Mississippi in 1922.

In 1949, there were less than 400 TV sets available to receive WOC-TV's first broadcast. On this 10th anniversary date, there are more than 438,000 sets in a 42-county area. WOC-TV land today is rated as the 47th TV market in the nation.

WOC-TV continues to maintain its leadership and success in serving its viewers and its advertisers.

Your PGW Colonel has all the facts. See him today!

WOC TV channel 6
Col. B. J. Palmer, President
Ernest C. Sanders, Resident Manager
Pax Shaffer, Sales Manager
Peters, Griffin, Woodward, Inc., Exclusive National Representatives
THE QUINT CITIES
DAVENPORT, BETTENDORF } IOWA
ROCK ISLAND, MOLINE, EAST MOLINE } ILL.

WOC-TV DAVENPORT, IOWA IS PART OF CENTRAL BROADCASTING CO., WHICH ALSO OWNS AND OPERATES WHO-TV AND WHO RADIO, DES MOINES, IOWA.

Consumer Labs Names Miller, Mackay L.A. Office

Consumer Laboratories, Los Angeles, proprietary drug company, has appointed Miller, Mackay, Hoeck & Hartung's new Los Angeles office (AA, Oct. 26) to handle promotion for Oragen, a weight reducer, Tirend, an energizing compound, and Pronite, a sleep inducer. The products are sold in 25 principal U. S. markets. The advertising budget is understood to be about $1,000,000 a year.

The company was launched in Portland four years ago as Consumer Drug Corp., with Oragen as the principal product, developed from basic research by the Sunkist Orange Growers Laboratory in California. Last February Consumer Drug Corp. was sold to Consumer Laboratories, and headquarters moved to Los Angeles. Harold W. Heldfond, founder, remained as president.

Appointment of Webber Signalizes Effort to Unify Broadcast Copy, Production at B&B

NEW YORK, Nov. 3—A new novel, a new job and a new citation all in one month is the October achievement record of Gordon Webber, a vp at Benton & Bowles.

On Oct. 1 he exchanged his title of copy group head (Schick, Borden, IBM) for that of director of broadcast commercial production. On Oct. 24 his alma mater, Jamestown College, Jamestown, N. D., presented him with a citation for meritorious achievement in literature. On Oct. 26, his third novel, "What End but Love," was published by Little, Brown.

To record these events in order: Mr. Webber's new job is a newly created post at B&B, and one of his first objectives will be to achieve closer integration of tv copy and production staffs.

"Creation of film should be a fluid, flexible process, constantly being adjusted and improved," he said. Too frequently, he believes, breaks in the continuity of commercial planning occur when the commercial is handed over to the agency's production staff or when it goes to an outside film producer.

■ To "prevent these breaks in the creative circuit," Mr. Webber hopes to bring the outside producer and the agency's production staff into the act at the conceptional stages of the commercial—"before it is visualized, rather than at the end, when the commercial has been sold to the client and is all locked up in storyboards."

Other plans for the department include a "revitalization of the new role of music." The first big step in this direction is the appointment of Roy Eaton as musical director, also a new post at the agency.

Roy Eaton

Mr. Webber also expects to devote "substantial amounts of time to exploring new modes of expression—new formats, new talent, new ways of picturing and telling the product story," such as the first Zest tv commercial (Mr. Webber's handiwork) which took toilet soap "out of the bathroom and surrounded it with an emotional appeal."

Another contemplated innovation: "We're even thinking of hiring a woman producer, which the agency has never done before."

■ As for his literary citation, it was part of the 75th anniversary of Jamestown College and the occasion for his first visit to the campus in 25 years. "I stayed at the same hotel where I used to be a combination bellhop, clerk and bus boy, earning my way through college," he said.

After getting his bachelor's degree at Jamestown, Mr. Webber took a master's in journalism at the University of Michigan. But instead of pursuing a journalistic career, he took a job with Vick Chemical Co. ($150 a month) as a trainee in Vick's school of applied merchandising—with the hope of getting a job with Vick's house agency.

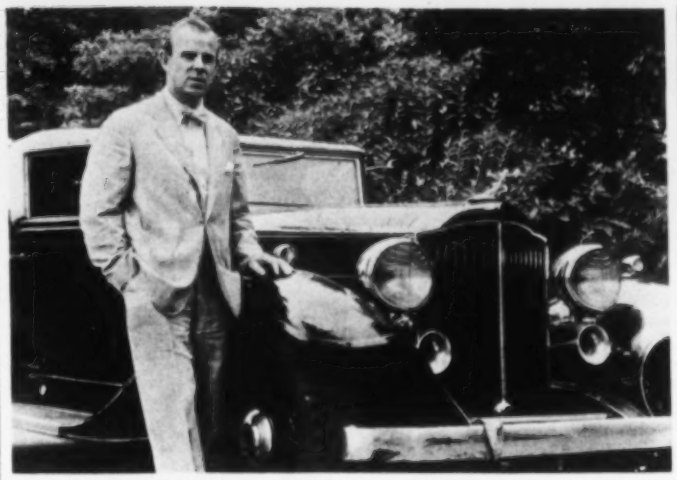
After two years of tacking up signs on boards and selling to general stores in Louisiana, he left Vick for NBC's press department, writing publicity and personality sketches.

About this time he took a course in dramatic writing at New York University, and his first classroom assignment in radio script writing not only drew professorial praise, it was also purchased and produced by NBC.

■ "With this little bit of encouragement," Mr. Webber started free lancing radio scripts. This in turn led to his being transferred to NBC's writing staff. There he wrote and produced such syndicated shows as "The Firefighters," at the same time keeping up his free lance work.

His NBC career was interrupted by a three-and-a-half year hitch in the Navy, but at war's end he returned to NBC as director of the script department. Later he became writer and editor of the NBC-TV newsreel, which gave him unique experience in the growing field of television.

In 1949, he decided to move to a more lucrative spot in tv and joined Benton & Bowles as the agency's first tv copywriter. He was also among the first to write integrated commercials—particularly on B&B's show, "I Remember Mama," for which he was a regular script writer for five years. He subsequently was made a tv supervisor and then a copy group head before being appointed to his new post.



CLASSICIST—*B&B's Webber poses proudly with his '33 Packard.*

■ His free lance work, started in 1936, settled him into a "habit of work" which helped produce three novels during the 1950's. His first book, "Years of Eden," was published in 1951. His second was a war novel, "The Far Shore."

His abiding interest in cars stems from a 1933 Packard he bought merely as an old second-hand car, but which in time became a "classic car." He became the first president of the Classic Car Society—"There were only 12 of us present at that first meeting, and I seemed to be the only one who knew anything about 'Robert's Rules of Order'."

■ Today the club has more than 2,000 members. Mr. Webber is on the board of directors. Besides his '33 Packard (now lovingly restored), he has a '37 Packard touring sedan. #

Hi-level bridge construction over Buffalo River

Progress - - growth - - expansion - - these are the words we live by these days in Buffalo and Western New York.

King of the Seaway... Queen City of the Great Lakes... and many other titles and phrases can be aptly applied to this area and its thriving, pulsating activity.

To **reach out** to the people who are doing the job and benefiting by the results there is one strong, clear and convincing voice - - certainly the most powerful medium in sight and sound. It is WBEN-TV - - the pioneer station in Western New York - - the one station that consistently delivers your sales message to most of the people, most of the time.

Reach for your phone - - call *Harrington, Righter & Parsons*, our national representatives. They'll show you how your dollars count for more on Ch. 4.

WBEN-TV
CBS IN BUFFALO
CH. 4

THE BUFFALO EVENING NEWS STATION

Tell Union Label Story to Labor Press' 4,000,000 Readers, Advertisers Urged

NEW YORK, Nov. 3—A new campaign to promote the sale of union-made goods has been launched by organized labor through the labor press.

The drive was touched off by a recent address of AFL-CIO President George Meany, in which he spoke out against labor legislation enacted by Congress.

"In order to counteract some of the bad provisions of the (Landrum-Griffin) bill," Mr. Meany told delegates to the 50th anniversary convention of AFL-CIO's union label and service trades department at San Francisco recently, "it will be necessary to use the union label method, by which American workers have a right . . . to tell the world and to tell their fellow workers that this or that article is made under union standards and union conditions, and that it should be purchased by those who believe in the ideals of the trade union movement."

At the same convention resolutions were passed praising the editors of the labor press for their role "in acquainting unionists with the importance of the union label, shop card and service button."

■ Increased interest in the union label seems likely to make the labor press more important to media men, in the opinion of Alex Smith, president of Trade Union Advertising, advertising representative of 160 union-sponsored newspapers and magazines. These have a combined circulation of 4,000,000, he said, and distribution is handled entirely by mail to the homes of members.

Mr. Smith is no longer surprised when a media man, who should know better, indicates that he thinks the labor press is something cranked out on a battered mimeograph.

"By most standards of good journalism," he said, "most of the labor publications today are first-rate. Some of them, such as the *Milwaukee Labor Press* or the *Detroit Building Tradesman*, put most other weeklies to shame. Today, the majority of editors and staff members of labor papers are professionals who have served on newspapers and magazines edited for the general public."

Mr. Smith is convinced—and the evidence he offers to support his contention is persuasive—that labor publications are well read, not only by the union members to whom they are addressed, but by members of their families as well.

■ "The prime emphasis," he said, "is on what we call 'bread-and-butter' news—stories on wages, pensions, fringe benefits, vacations, working conditions and a dozen or so etceteras, the kind of news that is significant in the family's day-to-day living. Union members insist on knowing what's what. To the average union member, the labor newspaper which he receives once a week, or the magazine which arrives every month, is likely to be the most important publication coming into his home.

"The modern labor press," Mr. Smith emphasized, "is far from being a catch-all of any 'Throw-away-that-old-truss' type of advertising which comes along. Most labor publications don't hesitate to reject any ad which they feel doesn't serve the better interests of the trade union movement as a whole."

Advertising in the labor press, Mr. Smith said, plays a vastly different role than it does in consumer publications.

"The truth of the matter," he said "is that the publications we represent are not dependent for their survival upon the revenue derived from advertising.

■ "Generally speaking, the advertising columns serve as a forum for the manufacturers and providers of union-made goods and union services to reach union-minded consumers. The advertising pages are a service to readers to enable them to learn which products and services are provided under conditions that are deemed fair to labor.

"One of our functions as national advertising representative of the labor press," Mr. Smith explained, "is to determine whether ads are likely to meet the approval of almost 200 editors. If a product is made under anti-labor, non-union conditions, the ad, almost without exception, is rejected. Likewise, an ad for any company which has a strike in progress will be turned down. If a product is not considered a good one, or if the ad appears in questionable taste, even though it may have been accepted by other media, we'll turn it down."

The support which union members accord advertisers in the labor press, Mr. Smith said, is based on the fact that they know the ads which do appear are reliable. "A surprisingly high percentage of the more than 17,000,000 union members in this country," he said, "are sincerely pro-union in their daily lives. They're notably partial to purchasing union-made goods.

■ "The labor press gives a manufacturer with a union contract in his plant the opportunity to reach a vast bloc of well-salaried consumers who are already on his side."

Mr. Smith's organization, Trade Union Advertising, enables advertising agencies to issue a single order for as many publications as they wish to use and to receive one bill after the publications appear. Agencies receive the customary 15% commission and the usual 2% cash discount from labor publications.

(The rise of the labor press as an advertising medium was told in the Jan. 27, 1958 issue of ADVERTISING AGE.)

■ Advertising rates in the largest labor monthlies, Mr. Smith pointed out, have approximately the same page rate per 1,000 as *Life* or *The Saturday Evening Post*. In the smaller weekly labor newspapers, the milline rates are lower than for most weeklies, but higher per reader than for large daily newspapers. #

HIGBEE the store with more . . .

BEST—*This full-page b&w newspaper ad for Higbee Co., Cleveland department store, won the Cleveland Art Directors "best in show" award for the second straight year for those who designed it. Dave London was art director, Wingate Paine photographer and Wyse Advertising is the agency. This same group won the award with a beer ad last year.*

Coming Conventions

*Indicates first listing in this column.

Nov. 8-11. Assn. of National Advertisers, annual fall meeting, The Homestead, Hot Springs, Va.

Nov. 17. 4th annual R.O.P. color conference, Sheraton Hotel, Chicago.

Nov. 18. American Assn. of Advertising Agencies, annual eastern central regional meeting, Penn-Sheraton Hotel, Pittsburgh.

Nov. 18-20. Television Bureau of Advertising, annual meeting, Hotel Sheraton, Chicago.

Nov. 23-24. National Business Publications, regional conference, Drake Hotel, Chicago.

*Jan. 21, 1960. Magazine Publishers Assn., 2nd annual Midwest conference, Drake Hotel, Chicago.

*Feb. 7-9, 1960. Advertising Federation of America, 1st District conference, Statler-Hilton, Boston.

March 6-10, 1960. National Business Publications, annual spring meeting, Boca Raton Hotel and Club, Boca Raton, Fla.

April 25-27, 1960. Sales Promotion Executives Assn., third annual conference, Hotel Astor, New York.

*May 8-10, 1960. Magazine Publishers Assn., 41st annual spring conference, The Greenbrier, White Sulphur Springs, W. Va.

*June 5-9, 1960. 56th annual convention of the Advertising Federation of America, Hotel Astor, New York.

AFA Moves; Names Farley, Langlie Conference Heads

James A. Farley, chairman of the Coca-Cola Export Corp. and former Postmaster General of the U. S., has been named general chairman of the AFA's 56th annual convention to be held June 5-9 in New York City. Co-vice-chairmen are Nelson Bond, exec vp, publications division, McGraw-Hill Publishing Co., and Margot Sherman, vp and chairman of the creative plans board of McCann-Erickson, both of New York. Arthur B. Langlie, president of McCall Corp., has been named chairman of the AFA's second annual mid-winter conference to be held in Washington Feb. 5.

The Washington staff of the Advertising Federation of America has moved from its temporary quarters in the Washington Advertising Club to permanent quarters at 1145 19th St., N.W.

Petersen Names Curtis, Martin

Petersen Publishing Co., Los Angeles, has named Robert E. Curtis advertising sales representative in its Detroit office, and has appointed George Martin ad manager of *Guns & Ammo*. Mr. Curtis formerly was assistant advertising manager of Edsel at Ford Motor Co. Mr. Martin, formerly public relations director of Potter Publications, replaces Bert Pucci, who will devote full time to *'Teen*.

Stanley Moves in Cleveland

Stanley Publishing Co., Chicago, has moved its Cleveland office to larger quarters at 75 Public Sq. Bldg. Charles L. Haskins, vp and former Cleveland manager, has transferred to Chicago. No replacement has been named.

Frazee Gets Auto Posts at 'San Diego Union,' 'Tribune'

Harry H. Frazee has been placed in charge of automotive advertising and appointed auto writer by the *San Diego Union* and *Tribune*. Formerly in the general advertising department, he replaces Nelson Roberts Jr., who has been named manager of the Detroit office of West-Holliday Co., newspaper representative.

American Aviation Names Helwig Ad Sales Manager

Richard K. Helwig has been appointed advertising sales manager of five *Official Airline Guide* publications owned by American Aviation Publications, Washington, D. C. He had previously been regional advertising manager of *Airlift*, another AAP publication.

Mr. Helwig, who will be headquartered in Chicago, will direct national advertising sales programs for *Air Travel, Air Traveler's Guide*, and for the North American, worldwide and quick reference editions of *Official Airline Guide*.

WBIR Purchase Approved

The Federal Communications Commission has approved the purchase of the remaining 70% stock in WBIR Inc., Knoxville, Tenn., by Taft Broadcasting Co., Cincinnati. Purchase price from four former stockholders totaled $2,100,000. Taft acquired 30% ownership in WBIR in 1953.

My Mommy Listens to KFWB

. . . and listens, and listens and listens! Pulse and Hooper have proven it for many months past . . . and now Nielsen makes it unanimous: rates KFWB #1 in total audience in the L.A. Area in their book, too! **So . . . whether you use Pulse, Hooper or Nielsen as a guide . . . one thing you should do for sure: Buy KFWB . . . first in Los Angeles. It's the thing to do!**

Channel 98 my mommy listens to KFWB

6419 Hollywood Blvd., Hollywood 28 / HO 3-5151

ROBERT M. PURCELL, President and Gen. Manager
JAMES F. SIMONS, Gen. Sales Manager
Represented nationally by JOHN BLAIR & CO.

THAT HELLUVA SALESMAN

FLOYD SELLS STEEL

USS

Audience identification of this trademark jumped

41.8%

after exposure on

Kel-O-Land's TV Hookup!

(as reported in Television Magazine)

THE FERTILE TEST MARKET OF MAJOR INDUSTRIES

KELO-LAND HOOKUP CBS ABC NBC

KELO tv SIOUX FALLS; and boosters
KDLO tv Aberdeen-Huron-Watertown
KPLO tv Pierre-Valentine-Chamberlain

General Offices: Sioux Falls, S.D.
JOE FLOYD, President
Evans Nord, Gen. Mgr.
Larry Bentson, Vice-Pres.

REPRESENTED BY H-R
In Minneapolis by Wayne Evans & Assoc.

General Electric Enters Appliance Field in Britain

One Hitch: There's Already a GE (No Kin) Doing Business There

By Mark Random

LONDON, Nov. 3—International General Electric Co. is quietly preparing for an assault on the booming British domestic appliance market (AA, Oct. 19).

IGE, a division of the U.S. General Electric Co., is setting up a subsidiary which it hopes will go into production early next year. The company has already leased a plant from the British Board of Trade at Crawley, a new industrial and housing development some 24 miles south of London.

Initially, it is understood, the plant will manufacture electric blankets. But this will later be extended to a wide range of light and medium electric appliances for the domestic market. George Crowley, an American, will be general manager of the new subsidiary.

■ IGE is still trying to iron out the problem of naming the new subsidiary, according to reports here. The difficulty arises from the fact that General Electric Co., a British company, has prior claim here to the name.

IGE has the seemingly insoluble problem of choosing a name for its British subsidiary which will point to its connection with the U.S. General Electric Co. while not conflicting with the British company of the same name. The registrar of business names, a British Board of Trade official, can refuse to register a new company name if, among other things, it is likely, even unintentionally, to mislead the public.

Despite these difficulties, other phases of the operation are going ahead at full lick. As previously reported by AA, the company has already picked the J. Walter Thompson Co. in London to handle its advertising. It is understood the initial appropriation will not be large.

■ This is not the first time that IGE has had an interest in Britain. It was, in fact, one of the early leaders of the invasion of British industry by American electrical companies.

General Electric first entered the British electrical industry in 1897 when it acquired a substantial share in the British Thomson-Houston Co. in return for a patent agreement.

IGE's capital in Thomson-Houston's successor, Associated Electrical Industries, was repatriated in 1953 as a result of the application and execution of the Sherman anti-trust act, which caused a number of American companies to withdraw from Anglo-American enterprises here in the immediate postwar years.

GE is now coming back at a time when the domestic electrical appliances industry is riding a boom.

■ It has only been since 1945 that the British housewife has really been able to acquire a wide range of electrical appliances—if she could afford them. With the country's increasing prosperity over the last five years, more and more families have been able to afford them. The result has been rocketing sales of domestic appliances—and still there is plenty of slack to be taken up.

A national consumer survey carried out by the research department of Odhams Press Ltd. in 1956 showed this distribution of appliances: 0.7% of households had food mixers; 7.2% had refrigerators; 9.7% had toasters; 9.9% had hair dryers; 19.0% had washing machines; 27.1% had electric kettles; 60.7% had vacuum cleaners.

Low as these figures were, they had shown a tremendous leap in a few years. For the survey revealed that 81% of the refrigerators, 87% of the hair dryers, 79% of the washing machines, 77% of the vacuum cleaners, 77% of the kettles and 68% of the toasters had all been acquired *in the previous three years.*

The boom in domestic electrical appliances was just getting under way. Aided by relaxation of controls on instalment buying and reductions in the wartime imposed sales tax, together with a demand stimulated by beefed up advertising budgets, the sales of appliances shot further ahead after 1956.

■ Measured print advertising for the whole field of domestic electrical appliances grew from $4,806,527 in 1956 to almost double that—$7,890,090—in 1958.

In the same period, commercial tv came to Britain and although the press continued to be the favored medium, many appliance manufacturers also spent heavily in television.

The expansion in advertising is continuing. Compared with the first half of 1958, for example, print advertising during the first half of 1959 was up from $629,236 to $939,442 in the case of refrigerators, from $920,270 to $1,175,174 for vacuum cleaners, from $1,005,322 to $1,838,830 for washing machines and dryers, and from $890,892 to $1,093,680 for other appliances.

The results of all this advertising are easy to see.

By the end of last year an estimated 15% of homes in southern England and 7% in the north were equipped with a refrigerator. The over-all figure was close to one home in 10. And sales are still rising. In the year ending last Aug. 30, retail sources estimated total sales of refrigerators at 627,000—an increase of 160% on the year ending Aug. 30, 1957.

A similar rise was seen in the sales of washing machines. In the year to last Aug. 30, total sales of washing machines were put at 95,300—an increase of 110% on the previous twelve months.

■ Substantial quantities of electric washing machines, vacuum cleaners, steam irons, electric irons, electric razors, spin dryers and similar products are produced here by U.S. affiliated companies.

The most important is Hoover Ltd., which entered the British market in 1931. With net assets of $24,640,000, this Anglo-American enterprise today has a labor force of some 5,500. It is a big spender in both press and television and holds the dominant share of the market for washing machines (49%), vacuum cleaners (47%), and steam irons (56%).

Frigidaire Ltd., a wholly-owned U.S. subsidiary, is believed to rank about seventh in the refrig-

Adamy Cupp Edwards O'Keeffe Logan

NAFC OFFICERS—*Both old and new officers of the National Assn. of Food Chains pose for a portrait during the NAFC annual meeting in Washington (AA, Oct. 26). Flanking Claude W. Edwards, president of Alpha Beta Food Markets and new NAFC board chairman, are Clarence G. Adamy, exec vp (a new post); Paul J. Cupp, American Stores Co., secretary; Adrian O'Keeffe, First National Stores Inc., treasurer, and John A. Logan, NAFC president, who expects to retire shortly after 26 years in his post.*

WTRF-TV STORY BOARD

Two grads met at the 20th reunion. Bob had been top man of his class but Joe, having particular difficulty with Mathematics, had a tough time getting his diploma. Despite this, it was obvious he had prospered.

"Joe" said top man Bob, "you seem to have done extremely well. How did you do it?"

"Well" said Joe, "after graduation, I realized I was exceptionally dumb and I had better get into some line where I didn't need to be smart like you other fellas. So I found a product I could make for one dollar and sell to the public for $5.00. Believe me, that steady 4% really mounts up over the years."

● We can't promise you Joe's fabulous 4% returns but we can spotlight your campaigns to the two million people in this rich and busy 36-county area covered by WTRF-TV from Wheeling. With a 2½ BILLION DOLLAR spendable income annually, these Upper Ohio River Valley folks react constantly to the advertising they see on WTRF-TV. Merchandising and promotion service? Ask George P. Hollingbery about that too!

CHANNEL SEVEN • WHEELING WEST VIRGINIA

IN CLEVELAND...

MOVIE MINUTES ARE THE MOST ON WJW-TV

And just one of these movie minutes is all you need to reach the most movie audience.

33% more audience on movies than any other station.

Feature films from Paramount, Warner Brothers, Twentieth Century, and United Artists.

Excellent availabilities to give you just the audience you want when you want it. "Watch and Win," "Afternoon Movie," "Big Show," "Nite Movie."

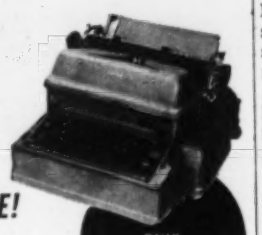
You know where you're going with

WJW-TV

Call KATZ

a **STORER** station

National Sales Offices:
625 Madison Avenue, New York 22
230 N. Michigan Avenue, Chicago 1



factory reconditioned

IBM *electric typewriters*

with a **NEW MACHINE GUARANTEE!**

- Saves you hundreds of dollars (New machine price approx. $480)
- 12 point exclusive reconditioning process
- Free cover & instruction book
- Service available with IBM

ONLY **$129.95**

CALL: OXford 7-8262 *or send for free 16 page catalog on new & reconditioned electric Add machs. & Calcs.—electric & manual typewriters.*

V. I. BUSINESS MACHINES

155 East 44th Street, New York 17, N. Y.....OXford 7-8262
3262 Hempstead Turnpike, Levittown, L. I.....PErshing 1-2822
419 Broome Street, New York 13, N. Y.....WAlker 5-9482

erator field with about 5% of the domestic market. Nash-Kelvinator Ltd., another wholly-owned subsidiary, has a slightly smaller share of the domestic refrigerator market.

Frigidaire and York Shipley Ltd., another wholly-owned American subsidiary, are the foremost suppliers of industrial and commercial refrigeration machinery.

In almost all product divisions, the British General Electric Co. has a good share of the market. It ranks second in electric ranges (17%), fifth in refrigerators (6%), third in wash boilers (4%), second in irons (5%), and also second in toasters (10%) and kettles (10%).

■ Apart from Hoover—which dominates three product group markets—and Morphy Richards—which dominates the toaster sales with 29% and the electric iron sales with 58%—companies in this field seem to put their big push behind one product.

Electrolux, for example, dominates the refrigerator market with about 33% of the sales. Its nearest rivals are Pressed Steel's Prestcold brand (16%), Morphy Richards' Astral (14%) and English Electric (7%).

An important newcomer to the domestic electrical appliance field is Sunbeam Electric, another wholly-owned U. S. subsidiary, which went into production in Scotland in 1954 with plans to manufacture a wide range of household, garden and electrical appliances.

While Philco Corp. is a leading producer of all kinds of domestic electrical appliances in the United States, its wholly-owned British subsidiary is devoted almost entirely to the production of radio and television receivers.

■ Hoover is one of the ten largest U.S. companies operating in Britain and is a big advertiser. Last year it spent more than $500,000 on print advertising for its domestic electrical products. Erwin Wasey, Ruthrauff & Ryan Ltd. is the Hoover agency here.

Frigidaire Ltd., a Foote, Cone & Belding account, spent $158,351 on promoting its domestic refrigerators and $88,964 promoting its spin dryers in print advertising during 1958, according to the *Statistical Review*.

Among the other 21 major advertisers in this field, Nash-Kelvinator spent a recorded $114,990 on print advertising last year for its refrigerators. Pritchard Wood & Partners is the agency.

■ The Associated Electrical Industries' Hotpoint line, a Young & Rubicam account, last year spent $331,776 on press advertising for its washing machines, $81,500 for its refrigerators and $63,840 for its other domestic appliances, according to the *Statistical Review*.

In the refrigerator field, where there are something like 31 major advertisers, the market leader, Electrolux Ltd., spent more than $170,000 on press advertising last year. It spent a further $120,000 on press advertising for its vacuum cleaners and floor polishers. G. S. Royds Ltd. is the agency.

Sunbeam Electric, the newcomer to the field, put more than $80,000 into press advertising for its electrical appliances last year. Biggest single product account in this total was its Shavemaster electric razor, which accounted for close to $29,000. Sunbeam Shavemaster advertising is handled by Scott Turner Associates and the appliance advertising by Pritchard Wood & Partners.

■ Despite the current boom, a widely held view here is that there is little prospect of developments in this country on the American pattern—the average British kitchen is too small. For another thing, climatic factors do not operate to make a refrigerator so essential.

The normal British pattern is for one appliance at a time to dominate the market. First it was the vacuum cleaner, now in more than 75% of homes. The next five years are thought to belong to the washing machine, now in about 25% of homes.

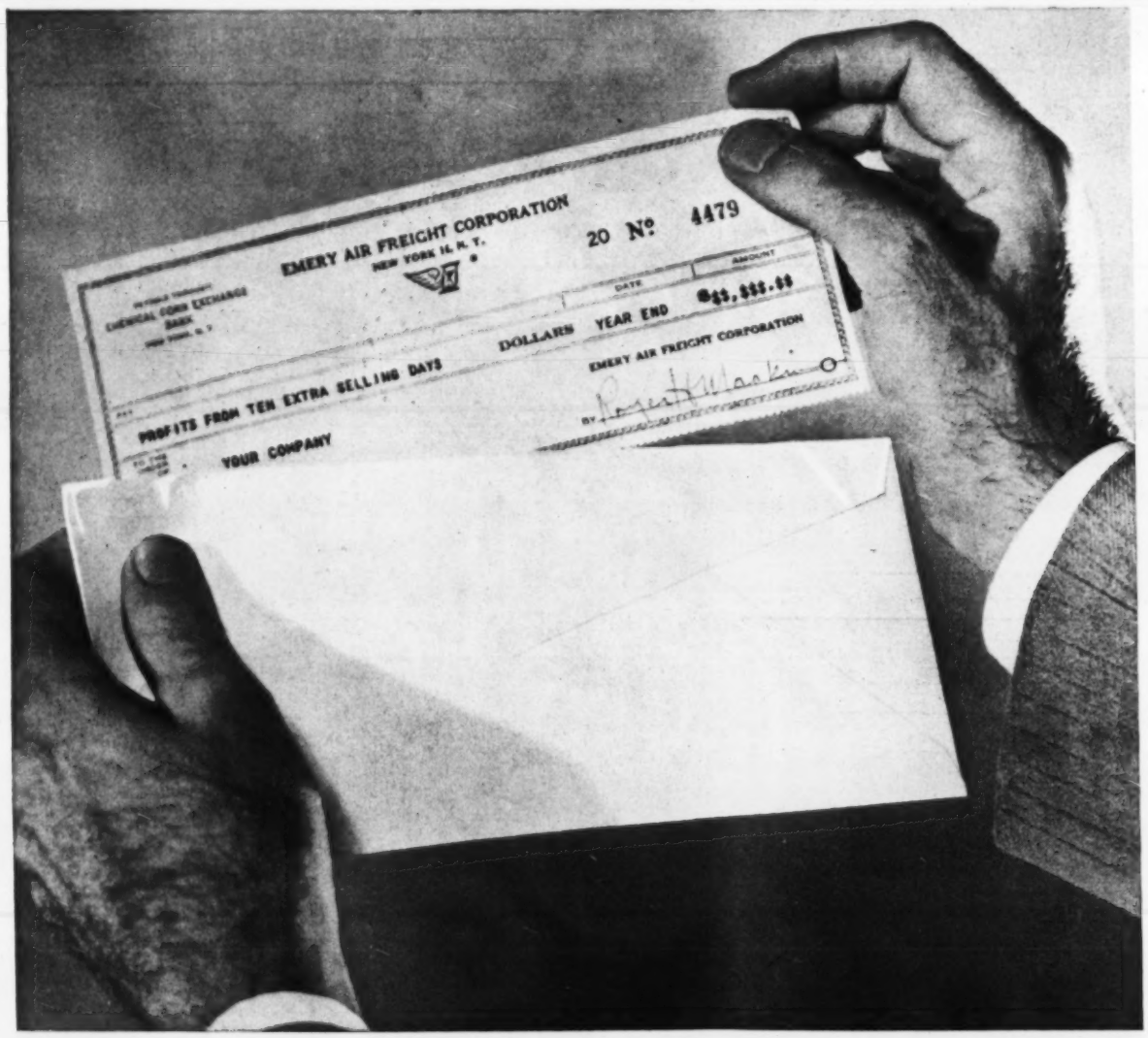
Sales of electrical kitchen appliances are now reaching the point where, if expansion is to continue, they must penetrate the working-class market. Television has done it. Washing machines and refrigerators are now beginning to do it. #

American Hair to Holtzman

American Hair & Felt Co., Chicago manufacturer of felt and cattle hair insulating materials, has appointed Holtzman-Kain Advertising, Chicago, to handle its consumer advertising account, thus consolidating all its divisions with that agency. Holtzman-Kain, which had been handling American Hair & Felt since 1954, lost the consumer account for the 1959 year to Gourfain-Loeff, Chicago.

Pheoll Names Tobias

Pheoll Mfg. Co., Chicago, has appointed Tobias, O'Neill & Gallay, Chicago, to handle its advertising. Wentzel, Wainwright, Poister & Poore, Chicago, is the former agency of record.



Christmas bonus

A big one if you use Emery Air Freight to speed holiday shipments. For example, we made a 650-mile door-to-door delivery of 38 cartons of toys in 6 hours for a manufacturer when unexpected demand wiped out a retailer's inventory during a Christmas buying rush.

The result: Our customer made an extra profit of $1200. His retailer, after deducting air freight charges, made an extra $362.69.

Emery can save you up to 10 days on long distance domestic shipments. Think what 10 extra days will mean to you in your peak selling season—in added production time and added selling time.

Emery Air Freight provides overnight service, coast to coast, comparable service to anywhere in the U.S. and overseas. You can air freight direct to dealers. Or ship by air in bulk to central distribution points and then reship by parcel post.

• The cost? Surprisingly, Emery Blue Ribbon Service is lower in many instances than regular air services.*

	2500 Mi.		1700 Mi.		700 Mi.	
	Emery	Air Express	Emery	Air Express	Emery	Air Express
50 lb.	$25.54	$39.70	$20.93	$28.50	$14.77	$12.50
100 lb.	40.90	77.40	32.30	55.00	20.10	23.00
200 lb.	73.00	154.80	55.20	110.00	31.80	46.00

*Rates apply to most commodities between most major markets.

EMERY AIR FREIGHT CORPORATION

801 Second Avenue, New York 17, N. Y. • National and International Blue Ribbon Service.

National Catholic Family Magazine

QUICK sales to LIVE prospects.

JANUARY ISSUE CLOSES NOV. 20

Orders and sample copy requests to

ANGELA M. CRAWLEY & STAFF

National Advertising Representative

28 E. Jackson Blvd., Chicago 4

Telephone HArrison 7-7176

St. Anthony MESSENGER

300000

The News is the only door to 300,000 Detroit families*

DETROIT MEANS BUSINESS! New-car sales are second only to 1955's record-breaking year, and all road signs are pointing to an even bigger year ahead. Detroit's plants, people and stores are feeling the profitable effects of these booming sales.

MAIN DOORWAY TO THE DETROIT MARKET for advertisers who want to participate in Detroit's prosperity is The Detroit News. Through The News you reach the largest newspaper audience in the Retail Trading Area—including 300,000 exclusive families who read no other Detroit newspaper!* That's a market of exclusive readers the size of Cleveland! To get maximum effectiveness from your Detroit advertising, use The News! Because it's so productive, The News carries more linage than both other newspapers combined.

475,873 weekdays
...596,884 Sunday
ABC 3-31-59

The Detroit News

*Fifth Quinquennial Survey of the Detroit Market

New York Office: Suite 1237, 60 E. 42nd St. • Chicago Office: 435 N. Michigan Ave., Tribune Tower • Pacific Office: 785 Market St., San Francisco • Miami Beach: The Leonard Co., 311 Lincoln Road

How does Your Product Stand in Wilmington and New Castle County, Delaware?

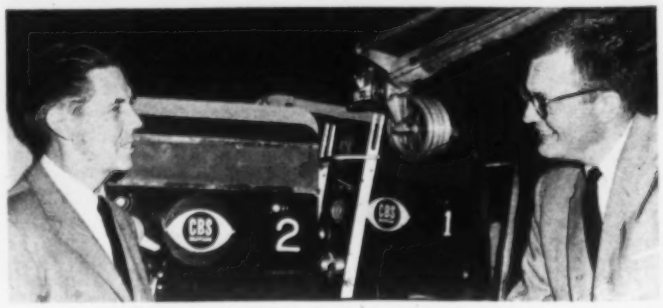
WRITE FOR THE 1959 **TOP TEN BRANDS**

Reports a wealth of information in 130 food, drug, cosmetics and appliance categories, with NEW product buying profiles of consumers by income, age, size of family!

In DELAWARE . . . the State with the Big Pocketbook . . . the NEWS-JOURNAL PAPERS sell more merchandise for more advertisers than any other medium!

THE NEWS-JOURNAL PAPERS
WILMINGTON • DELAWARE

National Representatives: STORY, BROOKS & FINLEY, INC.



AUTHORS—*Jack Laemmar (left), J. Walter Thompson Co., and Gene Seehafer, Needham, Louis & Brorby, pause among the clutter of a tv studio while discussing their new book, "Successful Television & Radio Advertising."*

Seehafer, Laemmar Co-Author New Book on TV-Radio Ads

CHICAGO, Nov. 3—A comprehensive book for professionals and students—"Successful Television & Radio Advertising"—has been published as one in the McGraw-Hill series on advertising and marketing.

Authors are Gene F. Seehafer, media supervisor of Needham, Louis & Brorby, and Jack W. Laemmar, account executive at J. Walter Thompson Co. The book is a complete rewrite of an earlier work on which they collaborated, "Successful Radio & Television Advertising," published in 1951. This earlier edition was adopted as a text by 90% of the colleges and universities teaching radio-tv advertising.

The new book is divided into five main parts: Elements of the American commercial broadcasting system, creating tv and radio programs and commercials, research for radio-tv advertising, tv and radio campaigns, and television and radio station management.

In the development of the manuscript, the authors consulted 196 individuals in all facets of the broadcasting industry as well as the major broadcast associations, for review and criticism. The book is designed for professionals in all phases of the industry, in addition to its use as a textbook for college courses.

The foreword, by Frank Stanton, president of the Columbia Broadcasting System, contains this provocative thought: "In my judgment, the impact of radio and television on our times will seem far greater to historians a hundred years from now than it does to us today—even to those of us who are most biased in our enthusiasms." #

Morpul Breaks New Line

Morpul Inc., Greensboro, N. C., will introduce a new line of stockings, Morpul Comfort Top nylons, via ads in the December issue of *Seventeen*. The company said that fashion media, including the *New York Times Magazine*, will be used to promote the new line through 1960. Mervin & Jesse Levine is the agency.

'Greeting Card' to Bow

Greeting Card Magazine, a monthly trade publication, will bow April 15, according to the publisher, Mackay Publishing Corp., 95 Madison Ave., New York. Ad rate for a b&w page will be $265, based on a circulation of 10,000.

A program at work the past 14 years has changed the building industry. It has created a new marketplace in building materials distribution that calls for new marketing strategy. That program is DSC—Dealer Sales Control. DSC was created by American Lumberman and Building Products Merchandiser to help the lumber and building materials dealer realize his fullest potential as a dominant buying and selling influence in the building materials market and as a principal market factor in home building and home improvements. DSC has succeeded.

Thanks to DSC, the dealer, more than any other segment of this market, today has the superior management and merchandising skills, the financing abilities and resources, the permanent purchasing and sales staffs, physical plant and showroom to control his local building market. DSC dealers today control 55% of the home building market: they build 175,000 homes a year and control the building of, and sell materials for, 585,000 additional homes. Details are available on DSC, the superior dealer audience it has created, and what this superiority means in the new market.

American Lumberman
and Building Products Merchandiser
THE MAGAZINE SHAPING THE NEW BUILDING MARKET

JUST ASK FOR MARIE . . .
Call WAbash 2-8655!

Let Marie handle your complete mailings — including addressographing, addressing, multigraphing, fill-in on multigraphed letters and planographing.

Marie keeps your Mailing List up-to-date too and frees you from all the detail work.

Direct Mail has been our business for 30 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery.

The Letter Shop Inc.

431 S. Dearborn St. • Chicago 5, Illinois

Purch. Asst.:
"The extra 12 inches is very important in a capacitor."

Dist. Engr.:
". . . suprised to see that Ohio Brass made capacitors."

Purch. Asst.:
"Less chance of a man being electrocuted. . ."

Mgr., Purch. & Stores:
". . . interested in purchasing capacitors."

Trans. & Dist. Engr.:
"I clipped the advertisement. We had some emphasis . . . on capacitors."

Dist. Dsgr.:
"The lifting eye is quite a thing . . . savings in time and expense."

Proved sales attraction

Up to 12 Inches
Extra Clearance at Pole Top

Provided by Low Height of VARE Capacitor, and Central Lifting Eye

Just a few inches can make a critical difference when capacitors are being installed on distribution lines. To get the necessary clearance for moving the capacitors under the primary and into the rack, it's often necessary to move the primary with hot sticks . . . with a considerable loss in time.

Vares capacitors give you as much as 12 extra inches of clearance at the pole top. Often they can mean the difference between merely covering the primary and the need to move it completely out of the way.

Here's where the difference comes from.

First, Vares 50-KVAR capacitors are as much as *four inches* lower than other brands.

Second, the Vares lifting eye is centrally located between the bushings. There's no need to put a complicated sling arrangement around the unit. A hook, clevis, shackle, or whatever attaching device you prefer, can go right down between the bushings. The result: a gain of another six to eight inches in clearance.

It's obvious that designers of Vares capacitors understand your installation problems. Everything has been done to make installation fast and easy.

OHIO BRASS COMPANY, MANSFIELD, OHIO

Low height of Vares 50-KVAR unit is ideal for [illegible] where clearance need is most critical.

Central lifting eye lets rope find hang straight, making it easy to maneuver.

Ohio Brass

Verbatims from findings of the Electrical World readership research program, which is mutually supported by manufacturers and this publication.

Electrical World

The electrical industry's weekly magazine

A McGraw-Hill Publication
330 West 42nd Street, New York 36, N.Y.

Dist. Dsgr.:
"The lifting eye is new to me."

Trans. & Dist. Engr.:
"Getting the right capacitors is one of our present problems."

Purch. Asst.:
". . . conscious of the linemen's problems."

Supv., T&D:
"It is the type my men install."

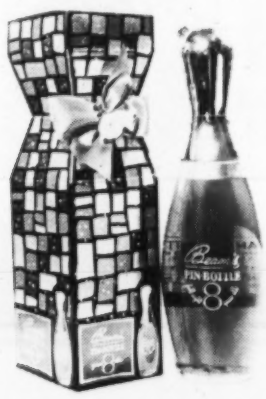
See how this Ohio Brass ad in Electrical World penetrated its market. It found T&D engineers working on specific capacitor problems. It found distribution designers who appreciated the lifting eye feature, and its savings aspects. . . . purchasing men with an eye to the linemen's problems . . . T&D engineers with an alertness for capacitor information. And it found a distribution engineer who hadn't known this manufacturer made capacitors before reading the ad.

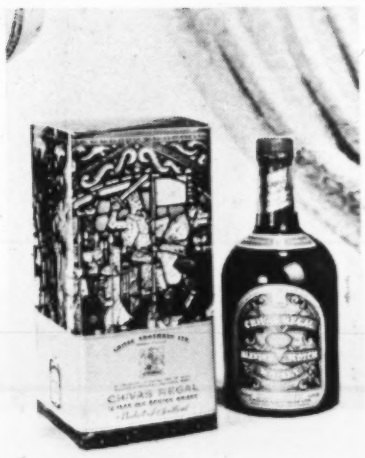
Research shows that, on the basis of four readers per copy, around 17,000 interested prospects went through this ad thoroughly. That's a cost of less than 5¢ for each of these "sales calls in print."

Businesspaper advertising is the *only* way—at *any* price—to buy mass sales communication with unknown prospects at the moment they are ready to think seriously about your type of equipment. It is one of your most valuable marketing tools. Don't fail to use it effectively!

Beauty, Usefulness Mark Yule Decanters, Gift Wraps

American distillers this Christmas once again will offer consumers a dazzling choice of decanters and gift wraps. Most of these Christmas packages—a small sample of which are shown here—have esthetic value alone. But some are more ingenious. Bols' decanter is a combination music box and ballerina, with the ballerina pivoting in a dance to the tune of the music box. Paul Masson's champagne Chill Pack doubles as a cooler for the wine by opening up to allow ice cubes to be placed about the bottle. Seagram's Golden gin decanter doubles as a martini pitcher, with the cap as jigger. The Calvert Reserve decanter includes four plastic coasters which store on top of the decanter's cap.





Selling to the OEM:

It pays to look in every direction!

Design men are *everywhere*, all through the Original Equipment Market. In the pages of PD&D, your ad goes *everywhere* they are. At all levels in every field involving know-how, from automation to zoomar, the question that is always coming up in design work is: "What with?"

If you have an answer, it will be avidly read in the greatest number of different places per advertising dollar when you put it in PD&D. Through PD&D, readers and advertisers take the first step toward getting together on specifications—and contracts—in the fields of component parts, new materials and methods, and research and design equipment. This has happened almost half a million times in the past twelve months alone. Our Reader Service Cards average 5.10 specific inquiries per card. This is good for all concerned.

Your market-knowing, facts-at-fingertips PD&D representative is waiting to bring you your copy of our 1960 Media Data File, and to tell you more. *Phone him.*

PD&D

PRODUCT DESIGN & DEVELOPMENT

A CHILTON PUBLICATION

Chestnut and 56th Streets, Philadelphia 39, Pa.

Exclusively Component, Materials and Equipment NEWS for all Product Design Men

Weed Names Two, Adds One

Henry W. (Bud) Simmen, formerly station manager of WHK, Cleveland, has been named eastern sales manager of Weed Radio Corp., New York, station representative. He succeeds Jerry Lyons, who retired. David A. Harris, previously an account executive at H-R Representatives, has joined Weed as an account executive. KNDO-TV, Yakima, Wash., a new station, has named Weed Television Corp. its national representative.

Bumstead Rejoins MacManus

Roger C. Bumstead has returned to MacManus, John & Adams as media director of the New York office. Mr. Bumstead left two years ago to become a media supervisor with Campbell-Mithun, Minneapolis.

Renfro Box Krelstein Heaston

WIL OPENING—*Attending the opening of Broadcast House, new facilities for WIL, St. Louis, are Harry K. Renfro, director, radio-tv, D'Arcy Advertising; John Box Jr., managing director of Balaban stations; Harold Krelstein, president of Plough stations, and Frank Heaston, account executive, Gardner Advertising.*

THERE'S **NEWS** IN **NASHVILLE** **C-I-D**

FOR COMPLETE INFORMATION
Ask a BRANHAM man—or write:
General Advertising Dept.,
NEWSPAPER PRINTING CORPORATION
1100 Broadway, Nashville 1, Tennessee

A new Incentive Plan for advertisers who seek MAXIMUM NEWSPAPER EFFECTIVENESS

CONTINUITY - IMPACT - DISCOUNT PLAN

(EFFECTIVE JANUARY 1, 1960)

providing discounts up to 13% based on current open rates

An advertiser determines his minimum space and frequency. The greater the linage and frequency commitment, the higher the discount. For space above this minimum, an even higher discount is earned. Daily combination, Sunday ROP and Sunday Magazine may be applied and combined to earn discounts.

Nashville Banner
PLAN $16 MILLION IN HOMES
Evening

THE NASHVILLE TENNESSEAN
MID-STATE GAINS NEW PLANT
Morning • Sunday

NEWSPAPER PRINTING CORPORATION, Agent
Represented Nationally by THE BRANHAM CO.

Along the Media Path

• The **Chicago Tribune** published a 59-page special supplement devoted to the field of children's books in its Nov. 1 issue. The section contained more than 200 reviews of outstanding juveniles, along with listings of more than 100 other books for youngsters, recommended by the American Library Assn. and the Chicago Public Library.

• **Toute La Radio** will publish a special import issue in January which will feature a supplement, "Guide de l'Importation, 1960," which will contain names and addresses of foreign manufacturers represented in France, listing their particular specialization.

• The **Detroit News** introduced its new pocket-size "TV Magazine" in its Nov. 1 issue. Devoted entirely to the tv entertainment field, the magazine includes four-color photo stories of tv personalities, previews of tv movies, sports events, spectaculars and other special programs, program highlights and weekly listings.

• **Ceramic Age** devoted its October issue to Corning Glass Works, reporting on the company's research development and manufacturing activities. The issue carried 105 pages of advertising, the largest number in the magazine's history.

• **WGAN-TV**, Portland, Me., has begun transmitting from a new tower in Raymond, 20 miles north of Portland. Increased coverage will include 70% of the homes in Maine and many additional homes in New Hampshire and Vermont. WGAN-TV is a CBS affiliate.

• Effective with the October issue, **Building Products**, dealer edition, became *Building Products Dealer* in an effort to more clearly identify the publication with its audience of dealers and distributors.

• **WPTA**, in conjunction with its sister station, WTTV, presented the first showing of Traveltape in Fort Wayne, Oct. 23. Traveltape is Videotape mounted on a mobile unit, enabling an event to be recorded at any remote location. It is available for both commercial television and closed circuit business meetings.

• Merchants of Gary, Ind., supported a 32-page section in the Oct. 21 edition of the **Gary Post-Tribune** which invited 250,000 residents of northern Indiana's trading area to come downtown for free roast beef sandwiches, soft drinks, Dollar Day bargains and a chance to win a small-size automobile.

• The **New York Times** ran a special 16-page section in color featuring Cooper Union in its Nov. 1 edition. Cooper Union, the nation's oldest tuition-free private college, is celebrating its 100th anniversary.

• **WEZE**, Boston, has revised its

Knowing the difference in markets makes media men great . . .

Roanoke, Va. is a case in point!

Roanoke is a 6-point PLUS TEST MARKET

1. Isolated from competing markets
2. Minimum penetration from outside
3. Representative population
4. Self contained economy, diversified industry
5. Sufficient Distributive outlets
6. Good newspaper coverage

The Standard Metropolitan area yardstick is an unreliable index of total market size where Roanoke, Virginia is concerned.

The Primary market of The Roanoke Times and The Roanoke World-News covers a 16-county area of 7,516 square miles.

There are 552,000 people in this area. Their buying income and how they spend it is shown in the figures on the right.

The Roanoke Newspapers (nearly 94,000) saturate this isolated empire 100% in the metropolitan area, 95% in 61 cities and towns, 61% in the 16-county area. How's that for coverage?

NOW GET THIS!

This brochure gives the facts about Roanoke's big exception to the rule of market selection by metropolitan area population.

Roanoke is a "Burgoyne" Test City with spot color

THE ROANOKE TIMES and THE ROANOKE WORLD-NEWS

National Representatives SAWYER-FERGUSON-WALKER CO.

The Daily Newspaper is the Total Selling Medium

facts about ROANOKE NEWSPAPERS' 16-County Primary MARKET

ROANOKE NEWSPAPERS' COVERAGE (nearly 94,000)

Metropolitan area	100%
61 Principal cities and towns	95%
16-County primary market	61%

NEARLY HALF-BILLION-DOLLAR-MARKET
with 552,000 people.

SIZE
of Roanoke Newspapers' Primary Market — 16 counties — 7,516 sq. miles — 2nd in State — 71st in Nation.

HOUSEHOLDS:
75th in Nation, with 141,700.

NET BUYING INCOME:
80th in Nation, with $725,342,000.

CONSUMER SPENDING UNITS:
77th in Nation, with 162,200.

RETAIL SALES:
86th in Nation, with $464,390,000.

FOOD STORE SALES:
84th in Nation, with $111,660,000.

EATING & DRINKING SALES:
104th in Nation, with $23,046,000.

GEN. MDSE. SALES:
77th in Nation, with $63,074,000.

APPAREL STORE SALES:
92nd in Nation, $25,390,000.

FURN. HSLD. & APPL. SALES:
89th in Nation, with $23,904,000.

AUTOMOTIVE SALES:
82nd in Nation, with $89,602,000.

GAS SERVICE STATION SALES:
79th in Nation, with $43,324,000.

BLDG. MAT. & HDW. SALES:
107th in Nation, with $26,762,000.

DRUG STORE SALES:
83rd in Nation, with $14,285,000.

ALL OTHER RETAIL SALES:
77th in Nation, with $43,343,000.

1959 Survey of Buying Power

"Now I cover my key market from every angle"

"As an industrial sales executive, I'd like to personally call on about 7,000 different mass production plants. That's a bit ambitious—I'd have to make 27 calls a day, every working day of the year! So, I let *Production* do it for me."

The only magazine edited solely for *mass production*, *Production* gets the attentive eye of over 29,000 production engineers and production management men in the 7,000 major plants that make over *80% of all metalworking purchases*. These are the men who are being called upon more and more to turn a profit by tightening production efficiency. They're making the key decisions on what to buy, when to buy and how much to spend.

They depend on *Production* because it's *their* magazine . . . the only magazine that concentrates on their interests and problems. That's why *Production* goes to the men your salesmen see—and the men they'd *like* to see! Contact Bramson Publishing Company, Box 1, Birmingham, Michigan.

Concentrate your advertising in the only magazine that concentrates on mass production . . . America's largest industrial market.

PRODUCTION
MAGAZINE

program format to feature the "Wonderful World of Music." Banning raucous music and shouting commercials, the station now features day-long broadcasts of album selections, highlighting Gershwin, Porter, Marshard and Arthur Fiedler.

• Construction work has started for expansion of the **Huntsville Times** building, Huntsville, Ala. Expansion plans include more than 8,500 sq. ft. of floor space and additional press facilities.

• The **Mutual Broadcasting System,** New York, recently sent cartons of Camel and Winston cigarets to New York agency men. Attached to the cartons was a message telling of the job MBS has done for Reynolds.

• The Danburg Department Store, in Houston, ran an ad in the Oct. 18 issue of the **Houston Chronicle** picturing a sketch of Red Foley with instructions to wipe the ad with a damp brush or cloth. When done, the sketch's color changed from black to red.

• **Living for Young Homemakers** publicized its upcoming January issue by sending 2x4" blocks of wood with a burned-in message pointing out that its January issue was a hot one with 54 pages of building editorial. Blocks were mailed to more than 700 leading building material and appliance manufacturers.

• **Department of New Laurels:**

Motor Life reports a 22% increase in advertising linage for 1959 over 1958.

Ladies' Home Journal shows a 14% increase in total advertising revenue for the year of 1959 over the previous year.

Seventeen reports an increase of 8.2% in advertising linage for 1959 over the '58 total.

Sports Afield shows a 10.7% increase in advertising linage and a revenue gain of 23.7% for the first eleven months of 1959 over 1958.

Playboy reports an 84.6% increase in linage for the first eleven months of 1959 over the previous year.

Materials in Design Engineering reports that the 1959-1960 edition of the *Materials Selector* annual reference issue, shows a 25.3% increase in advertising pages over the 1958-1959 edition. #

'Des Moines Register' Names Cowles to Succeed Hill

Gardner Cowles, president of the *Des Moines Register* and *Tribune*, has been named publisher of the newspapers, effective Feb. 1, succeeding Luther L. Hill, who has resigned. Mr. Hill will continue as a vp and director of the company, and as president of Cowles Broadcasting Co., operator of KRNT and KRNT-TV, Des Moines, and of WHTN-TV, Huntington-Charleston, W. Va.

Upon Mr. Hill's retirement, Kenneth MacDonald, editor and a vp and member of the board of directors, will be named chief operating officer of the company, and David Kruidenier Jr., vp in charge of sales, will be named general manager of the *Register* and *Tribune*.

Hotpoint Names Epstein

George P. Epstein has been appointed marketing manager, home laundry department, Hotpoint division of General Electric Co., Chicago. Mr. Epstein has been with the General Electric Supply Corp. and Hotpoint Appliance Sales Co. since 1952.

Brown Joins John Meck

Newman Raymond Brown has joined John Meck & Staff, Chicago, and will be in charge of market research for technical products. Mr. Brown was formerly with the statistical department of Eastman Kodak Co., Rochester.

NTA Names Plant, Kaufman

Walter J. Plant, vp of the NTA Program Sales division of National Telefilm Associates, tv film distributor, has been transferred from the division's Beverly Hills office to head activities in the Chicago office. Arnold Kaufman, formerly vp of RKO Teleradio Pictures, has been named to the new post of vp in charge of eastern operations of National Telefilm Associates, which now has its headquarters on the West Coast.

Tyson Names Two

O. S. Tyson & Co., New York, industrial agency, has appointed Jack L. Boyce an assistant account executive and Otto A. Fohl to its research department. Mr. Boyce formerly was with Irving-Cloud Publishing Co. Mr. Fohl previously was assistant director of marketing and research of Gray & Rogers.

Whirlpool Names Armstrong

Whirlpool Corp., St. Joseph, Mich., has appointed Robert W. Armstrong general manager of public relations. Mr. Armstrong was formerly manager of public relations of the RCA Whirlpool sales department.

SALES LETTERS
Letters with "instantaneous appeal," that beckon to be read, that impel and sell. One series 31 years old. Free circular.
"That Fellow Bott"
Leo P. Bott, Jr., 64 E. Jackson, Chicago

Without Boosting Rates

CAPPER'S FARMER

NOW GIVES YOU

5 NEW SALES ZONES

...25 sectional combinations deliver highest-income farmers* for lowest rates per page per thousand in the farm field**

Beginning now, advertisers may use any section of Capper's Farmer, or any of the 25 individual combinations, and enjoy pin-pointed sales emphasis where it serves them best.

***The Average Capper's Farmer Subscriber Earns $12,613 A Year From Farm Production Alone.** Average subscriber income from all sources annually is $15,117 and independent surveys show that Capper's Farmer is read immediately and completely in saturation depth by these 1,585,000 Top Commercial farmers, their wives and children.

ABC. Guaranteed! **Lowest Rates in the Farm Field!

Publication	1 page, B&W	Circulation	Page per Thousand
CAPPER'S FARMER	$5,000	1,585,000	$3.15
Magazine B	5,040	1,301,000	3.87
Magazine C	11,250	3,127,000	3.59

Write—Wire—Phone your nearest Capper's Farmer Sales Office for descriptive booklet and immediate service. Find out how Capper's Farmer's new lowest-cost flexibility can serve you best.

CAPPER'S FARMER

TOPEKA 912 Kansas Ave. | CHICAGO 333 N. Michigan Ave. | SAN FRANCISCO 57 Post St. | LOS ANGELES 3142 Wilshire Blvd. | NEW YORK 420 Lexington Ave. | CLEVELAND 1010 Rockwell

Capper's Farmer is one of 6 farm papers and 19 other properties owned and operated by Stauffer-Capper Publications in the farm magazine, daily and weekly newspaper, radio and television fields.

PHOTOGRAPHIC REVIEW

SEASONAL SEASONING—*Nothing—not even raw Chicago weather—could stop a pr man from taking this shot of lovely Ann Davis, chosen Miss Atlas Van Lines to symbolize the Chicago-based household goods carrier. The pile in background is rock salt, which will be spread on icy Chicago streets this winter.*

Jones Stafford Walsh Schinzing

MEDIUM MEETS AGENCY—*William L. Jones Jr., general manager of KWK, St. Louis radio station, entertains guests at a party thrown by his station for St. Louis agencies and clients. The lovely young ladies are Shirley Stafford and Pat Schinzing, both of Gardner Advertising, and the other guest is Dolan Walsh, D'Arcy Advertising Co.*

OUTDOOR AD—*Charles H. Brower, president of Batten, Barton, Durstine & Osborn, shows his affection for the client's product, Chrysler Corp.'s compact car entry, the Valiant, on New York's Madison Ave. Standing by is William R. Gillen, vp and assistant to the president of BBDO.*

Paradis Gassensmith Pitman Strawn

Toppan Curran Kelly Godt

GOOD CHEER—*At the Broadcasters' Promotion Assn. meeting were George Paradis and Linwood T. Pitman, WCSH, am and tv, Portland, Me.; Norbert J. (Skip) Gassensmith, WSBT-TV, South Bend; F. C. (Mike) Strawn, KCMO, Kansas City, Mo.; Burt Toppan, WTVJ, Miami; Don Curran, KTVI, St. Louis; J. J. (Chick) Kelly, Storer Broadcasting, Miami; Gene Godt, KYW-TV, Cleveland, new BPA president.*

Fischer Wilson Wygant Bachman Hovore Kiss Bowermaster Wallace Salberg

BROTHERLY LOVE—*Present at the Broadcasters' Promotion Assn. meeting in Philadelphia were Donald F. Fischer, WCKT-WCKR, Miami; C. A. Wilson, WGN Inc., Chicago, and retiring president of BPA; Phil Wygant, WBAP-TV, Ft. Worth; Tony Bachman, KSTV, Sacramento; Franklin T. Hovore, KRCA, Hollywood; James W. Kiss, TV Guide, program chairman for BPA's meeting, recently with WPEN; Jim Bowermaster, WMT, Cedar Rapids; Bruce Wallace, WTMJ, Milwaukee; Murry Salberg, WABC-TV, New York.*

Owen Brakefield Blackman Giddens Read Sowell Michael Waugh Sepaugh Baker Barton Runge

BROADCAST CONFEDERATES—*Present at the Atlanta regional meeting of the National Assn. of Broadcasters were Reeve Owen, WTVC, Chattanooga; Charles Brakefield and Jack Michael, WREC-TV and AM, Memphis; E. G. Blackman, F. C. Sowell and T. B. Baker Jr., WLAC, Nashville; Kenneth R. Giddens, WKRG-TV, Mobile; Louis Read, WDSU-TV, New Orleans; Irving Waugh, WSM-TV, Nashville; L. M. Sepaugh, WJTV, Jackson, Miss.; D. G. Barton (Cleveland) and Carl F. Runge (Charlotte), both of MCA-TV.*

AND AGAIN
FOR THE YEAR

1959...

Parade will set an all-time record in advertising dollar volume

The Sunday Magazine section of 65 strong newspapers, reaching 10 million homes every week.

In comparison, the two leading weekday magazines are running under their previous all-time highs in advertising dollar volume (first nine months—P.I.B.), one by more than $5 millions.

Agencies' Traveling Reps Help Stations Do Better Job for Clients

Some Deal Only with Talent, Copy; in Other Cases They Talk Rates

By Ramona Bechtos

NEW YORK, Nov. 4—The need for greater rapport between advertising agencies and radio and television stations has given birth to a new type of agency service.

Aware of the difficulty—even the impossibility—of trying to iron out station problems by long distance, several agencies have assigned to some of their employes fulltime duties as station contact men.

Bates

Ted Bates Inc., which has the most tv spot billings, has a good will ambassador in the person of Don Severn. A veteran agency man, Mr. Severn spends most of his time on the road, visiting station managements. He checks to see how Bates' clients are doing on delayed network shows as well as spot announcements.

Mr. Severn works with every department in the agency and has frequent talks with time buyers to find out what their problems are in various markets. Each Bates account is headed by a vp and media director who work in cooperation with Mr. Severn.

Mr. Severn is always on the look-out to upgrade his clients' spots. He discusses merchandising and promotion problems with the station managers, but he insists that he does not get involved in discussions of rates. But he does report to Bates' media people if he finds out the agency's clients are not getting as good a shake on the rates as their competitors.

During the year, Mr. Severn estimates, he visits about 70% of the radio and tv stations with which Bates does business. When he returns from one of his frequent trips, he makes out reports directed to people in the agency who are concerned with the station problems. Mr. Severn does not work directly with the clients.

■ Although the station contact service is basically a one-man operation, Mr. Severn is given assistance now and then by others in the agency when his load gets particularly heavy.

Mr. Severn is a familiar figure to station men throughout the country. For almost four years, he has served in his present capacity with Bates, and before that spent a good deal of time on the road for the old Biow Co. In his discussions with station men, Mr. Severn often discovers more favorable time periods for his clients. "No one knows a market like a person who works in it," he explains.

Edward A. Grey, Bates senior vp in charge of media operations, said the work being done by Mr. Severn is a part of the normal service to the agency's clients.

Young & Rubicam

Although several agencies have developed a personal contact service for their clients, it is doubtful that there is any better organized than that of Young & Rubicam. The agency has a four-member team called the local service unit headed by an energetic gal named Jean Taylor. Miss Taylor operates from Y&R's New York office with her assistant, Paul Theriault. Bill Wilson handles local servicing from the Chicago office, and Jim King works out of Hollywood. The unit was Miss Taylor's idea and was developed in 1955.

Y&R's local service unit evaluates every market and every station in the market through personal contact. Miss Taylor and her crew scrutinize such things as a station's facilities, merchandising services, programming and program personalities. The unit checks handling of commercials and tries to upgrade spot clearances.

"We are really programming people," Miss Taylor said, "and are not usually concerned with rates." Local service, however, has checked on occasion with a station to see that one of its clients was being given the full discount where more than one department of the same company was buying time on the station.

■ Miss Taylor estimates that about a quarter of her time is spent on the road, but her assistant devotes an even greater part of his time to traveling. Trips are usually made with specific Y&R clients in mind; the service is available to all clients.

All trips are carefully charted. The local service unit usually meets with the client before making a trip. Miss Taylor and Mr. Theriault recently embarked on a 40-market jaunt, primarily in behalf of American Home Foods, currently a heavy spot spender. At the same time, they will examine spots and services which some of their other clients are using in these markets.

After each trip, Miss Taylor and her aides make out a full report for the clients. A permanent file is maintained on each station visited and is kept up to date by subsequent visits and through questionnaires filled out by station personnel.

Before a radio or tv campaign is planned, Miss Taylor and Mr. Theriault meet with the media men to discuss the markets to be used in the promotion. As a result of their personal contact and up-to-date files, they are able to tell the media heads and time buyers which stations can do the best job of selling the product and offer the best merchandising program, which programs can serve as the best vehicle, and which personalities could do the greater selling job.

■ It is often difficult to pinpoint all the things Y&R's local service unit does. When Beech-Nut chewing gum launched its "I'm not talking while the flavor lasts" series of radio spots about two years ago, the account people at the agency were not happy with them because they didn't fare too well in New York. But Jean Taylor and her group discovered that they made a tremendous hit in other markets. "The client sometimes got three or four spots for one because deejays and announcers liked them and had fun with them," Miss Taylor said. They built amusing anecdotes around the series.

All of the people in the local service unit have had station experience. "We know how to sell a product, because we've had station experience," Miss Taylor said. "If we and the station people understand each other, we will do a lot better job for our clients," she added.

Maxon Inc.

Maxon has a team of eight girls whom the agency refers to as broadcast supervisors. The girls work solely on the Gillette account and spend 85% to 90% of their time visiting stations.

FUTURE — *North Dakota Broadcasters is sponsoring a complete radio station in Valley City to be operated by young boys who are members of the Future Broadcasters of America. Here Tim Stoflet puts a record on the station's turntable.*

Gillette runs ad lib commercials on local radio disc jockey shows. The supervisors visit each market about eight times a year to see if the deejays are doing a satisfactory job with the spontaneous spots.

"The deejays are given fact sheets with pertinent information to be included in their commercials, but they are asked to present the material in their own words, projecting their individual personalities," Ray Stone, associate media director at Maxon, pointed out.

The razor marketer is aiming its radio campaign primarily at teen agers, trying to sell the youngsters on the advantages of a "wet" shave. Gillette is using deejays exclusively for its commercials and schedules them mainly in non-school hours.

"Whenever Maxon finds a desirable deejay, the agency tries to clear at least one spot per hour on his show," Mr. Stone said.

■ Most of Gillette's spots push the adjustable razor with the nine angle exposures. Deejays are asked to talk about a clean, longer lasting, more comfortable, more refreshing, more convenient, more economical shave. They are asked to emphasize the social benefits for the "guy with the shaving cream shave." But they are continually cautioned to deliver the message in their own words.

The Maxon supervisors carry tape recorders with them. When they visit a market, they often tape the razor commercials right off the air so that the ads can be more carefully evaluated later. They talk over any problems or shortcomings with the deejays, trying to point out where they might make improvements. In some cases, the girls have even found the jockeys ad libbing competitors' sales slogans—by mistake, of course.

The girls don't usually get involved in discussions of rates or better time periods. Their primary concern is to see that the announcers do a convincing job of selling a wet shave.

■ Each traveling supervisor is assigned to a specific territory and periodically reports to Maxon's New York office. All of them have had experience in advertising—having worked with a station, an agency or in an allied field. They are all familiar with research, production, promotion and time buying.

The Gillette project was started last spring, after being tested for five years. It is a special job and not part of Maxon's usual service to its clients. Gillette pays for the extra service.

McCann-Erickson

McCann-Erickson's traveling man is Peter Sloan, who spends from 30% to 50% of his time on the road, primarily for the Esso account. He covers an 18-state eastern area in which Esso sponsors many live local radio and tv shows.

When a new show is being set up, Mr. Sloan helps the station people hire talent, set up the format and work with the production crew. Once a show has been started, Mr. Sloan tries to get back to the station at least once a year to see that everything is running smoothly. He guards against competitive adjacencies, mishandling of the show format, talent not performing, scheduling of wrong commercials or mishandling of commercials.

In addition to Esso, Mr. Sloan occasionally makes station checks for other clients, such as Nabisco, Coca-Cola and *Look*. Sometimes a client tells McCann-Erickson of a local station irregularity, and Mr. Sloan then checks on it. After a trip, he sends reports to clients whose shows he has observed.

Lambert & Feasley

Lambert & Feasley provides a similar service for Phillips Petroleum. The oil company now sponsors live and locally produced news and weather shows in about 70 tv markets.

About three or four of the agency people—time buyers and production people in the radio-tv department—visit each of the markets at least once per year. They scrutinize the shows to see if they offer the proper framework for the filmed commercials. They evaluate the show and the newscaster, as well as the lead-ins and lead-outs to and from the commercials.

When on the road, the agency men often watch the Phillips-sponsored shows on tv, and later make suggestions to the station if they see possible areas of improvement. Occasionally, a client representative makes the trip, too. L&F tries to be at a station when a new show is being launched and visits each market at least once per year. The agency also keeps a close watch on what Phillips' competitors are doing.

William Hinman, L&F media director, said that Phillips is the only account getting this service, because it is the only one now sponsoring local live shows. "If others sponsor local live shows in the future, we will give them the same service," he said.

■ Undoubtedly, many other agencies provide services similar to the ones we have outlined above. This is not intended as a complete list, but merely as a sampling of the type of operations being conducted.

Broadcasting Co. of South Buys WSFA-TV

Broadcasting Co. of the South has purchased WSFA-TV, Montgomery, Ala., from Oklahoma Publishing Co. for $2,250,000. The broadcasting company has operated radio stations in the Carolinas for 28 years and began operation of WIS-TV, Columbia, S. C., in 1953.

Carter Hardwick will continue as managing director of WSFA-TV.

MILDRED W. McGRAW

MADISON, N. J., Nov. 3—Mildred Whittlesey McGraw, widow of James H. McGraw Sr., founder of McGraw-Hill Publishing Co., New York, died Oct. 31 at her home here after a long illness.

Mrs. McGraw was born in Corfu, N. Y., and was married in 1887. She had been a resident of Madison for more than 70 years and was active in various religious and civic affairs. Her husband died in 1948, 13 years after he had retired as chairman of the publishing company (AA, March 1, '48).

Whittlesey House, McGraw-Hill's fiction department, was named for Mrs. McGraw's father, the late Curtis E. Whittlesey, who was treasurer of the company at its founding. Three of Mrs. McGraw's sons—Harold Whittlesey, chairman of the West Side Assn., New York; James H. Jr., chairman of Old Town Corp., New York, office equipment company, and Donald C., president of McGraw-Hill Publishing Co., survive, in addition to two sisters, 12 grandchildren, and 26 great-grandchildren.

LESLIE A. HEINE

LOUISVILLE, Nov. 3—Leslie A. Heine, 75, veteran Louisville adman and creator and author of the syndicated strip "You Be the Judge," died at his home here Oct. 27.

Widely known as Allen (his middle name) Heine, he entered the ad business in the ad department of the former *Louisville Herald*. After running his own ad agency for a few years, he returned to the newspaper field in his 30s, working in the advertising departments of the *Courier-Journal* and *Times*.

Mr. Heine created, and for some years was the author of, "You Be the Judge," a syndicated strip dramatizing unusual court cases.

GODFREY J. EYLER

DOWNEY, ILL., Nov. 3—Godfrey J. ("Doc") Eyler, 68, veteran Chicago magazine representative who retired after a stroke five years ago, died in Veterans Hospital here Oct. 29 after a long illness.

He was Chicago representative of the now defunct *Retail Ledger*, Philadelphia, from 1920 until 1934, when he became Chicago representative of *American Home*. In 1939 he went to work for McCall Corp. as Chicago representative. He was with McCall until he retired in 1954. He was a longtime member and past president of the Agate Club of Chicago.

JOHN J. MEAD JR.

ERIE, PA., Nov. 3—John J. Mead Jr., 63, co-publisher of the *Erie Times-News*, died Oct. 29 in St. Vincent's Hospital. Mr. Mead, a veteran of more than 40 years in the newspaper business, was associated with his younger brother, George J. Mead, as publisher of the *Erie Times-News*, the *Erie Morning News* and the *Erie Sunday Times-News* since January 1957. Their father, John J. Mead Sr., founded the *Erie Times* in 1888.

PAUL W. SCHAMMEL

Moscow, IDA., Nov. 3—Paul W. Schammel, 41, ad manager of the daily *Idahonian*, Moscow, died of a cerebral hemorrhage in Critman Hospital here Oct. 12.

A native of Kenmare, N.D., Mr. Schammel was ad manager of an Aberdeen, Wash., newspaper before coming to Moscow.

Guaranty Bank Names Ptak

Guaranty Bank, Phoenix, has appointed Ptak, Richter & Phee Advertising to handle its advertising. The bank will have main offices in the Guaranty Bank Bldg., expected to be completed in January.

who's ahead in the numbers game?

Put an ear to the ground and you won't need to listen hard to hear mutterings and screechings from advertisers regarding climbing space costs. It's a not very melodious chorus.

Then raise the curtain even a little ways on the contemporary scene and observe not a few of these same agonizers shovelling precious dollars into the coffers of media which offer the mostest in numbers.

A paradox, seems like. Or maybe "incongruity" is the better word for it.

Quantity—numbers—we know well enough is a major dimension in rate making and media selection. Rate per M is standard every day stuff in space buying. A marvelously easy formula, rate per M; the slide rule whizzes love it. But quantity can take us down a dizzy media trail—and a mighty costly one.

How this frantic numbers business got with us is a pretty question. Some folks say radio and TV are prime causes, on the premise they propelled print media into a new kind of numerical competition. Another symptom, we are told, is the reaching out of specialized market advertisers into general coverage books—looking to erect corporate images and such—and seeing compact specialized *paper* circulations backwards through the telescope. In the business-paper field (particularly, but by no means exclusively) free distribution is certainly a potent factor; it pops up as a temptingly simple, cheap, quick way for a publisher to look real good in the numbers parade.

Even as silly a thing as "complete coverage" slips nonchalantly into the patter of media selling. Complete coverage! It's never existed in all the history of publishing and you can rest comfortably assured it never will. Not even complete coverage of units, much less of people—buyers, readers. Every survey of reader penetration ever made shows a segment of *non* readers. This being so, how can *any* paper claim 100% coverage. You need only ponder the matter a serious moment to see how fantastic such a brag really is. Yet it's sounded about—persistently.

Numbers! Numbers! The great game of numbers! "Game?" It's a disease! And what to do about curing it?

What seems to be needed more than anything is some sort of brake on galloping numbers—some mechanism or natural force that *controlled* the amount and character of distribution the advertiser is asked to pay for. "Controlled" is a familiar word in businesspaper lingo but it is commonly applied to the *publisher's* own control over the distribution of his *paper*. That's not what we mean at all. We're talking about control exercised *by the reader*... in determining what publications he wants to receive—and read—and keep on receiving.

And surely the best control ever practiced is the simple procedure of having the recipient *pay for* the paper he wants, and *stop paying* when he doesn't want it any more. That works with decisive effectiveness, for the starkly realistic fact that people simply won't pay for what they don't want. The amount isn't so consequential; we won't even shell out a nickel for a newspaper unless it's wanted.

George Dibert (VP-JWT) summed it up with eloquent simplicity in his Chairman's Report at the 1957 ABC Conference: "What is the significance of being paid for? It seems to me that this is the most tangible evidence of reader interest. I believe that the answers to two questions lead to the same general conclusion. One is, if a reader is genuinely interested in this publication, why does he not buy? Conversely, if a reader is not interested in this publication, why did he pay for it?"

Simple? Persuasive? Then why isn't this matter of insisting the recipient *pay for* what he actually wants the advertisers' best brake on runaway numbers? Why should sophisticated, frugal, value-wise advertisers pay the space cost of publications which add on enough *numbers* to fatten their competitive story, and fatten the rate accordingly?

Recently an innocuous little news item illustrated the point most aptly: A businesspaper (just call it "Paper X") announced a whopping 19% hike in its distribution in one leap—plus a tidy 17% rate raise for the advertiser to digest!!

Who's ahead in the numbers game? Is it the advertiser? Or is he just the angel who finances the adventure?

THE ASSOCIATED BUSINESS PUBLICATIONS

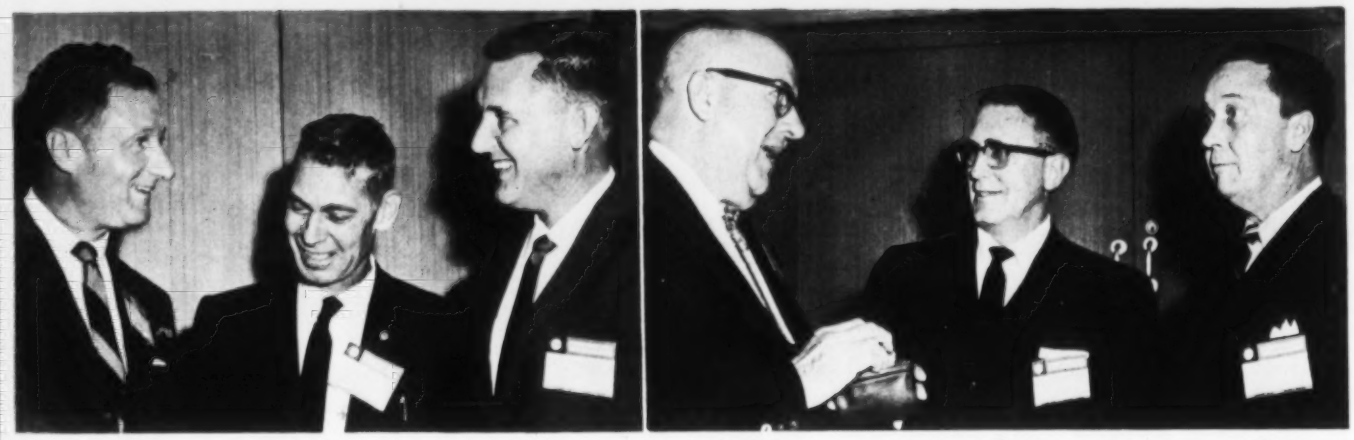
205 East 42nd Street, New York 17, New York
201 North Wells Street, Chicago 6, Illinois
1004 National Press Building, Washington, D. C.

Outdoor Life will NOT raise its announced advertising rates ($4,120 per B/W Page) before the issue of APRIL 1961 at the earliest.

Our top-quality circulation will continue to be competitive.

- Greatest editorial content
- Greatest ad response
- Lowest cost per thousand

BEST BUY IN THE FIELD



Ruwitch Bell Bruton Sanders Le Brun Persons

SOUTHERN HOSPITALITY—*Enjoying a few moments of pleasant relaxation at the Atlanta regional convention of the National Assn. of Broadcasters were Lee Ruwitch, WTVJ, Miami; Ridley Bell, WRBL, Columbus, Ga.; Rusty Bruton, WFGA-TV, Jacksonville; Ben B. Sanders, KICD, Spencer, Ia.; Harry Le Brun, WLW-A, Atlanta, and C. P. Persons, WKRG-TV, Mobile.*

Madison Ave., Wall St., Main St. Are Foes to Beat via Ads, Hodges Tells FPRA

BAL HARBOUR, FLA., Nov. 3—"In directing the advertising for your bank, you are surrounded by enemies. Every time you go after a savings account or deposit, you must pit your talents against not one but three groups of competitors. Their headquarters are on Madison Ave., Wall St. and your own Main St."

This warning for bankers was issued yesterday by Daniel M. Hodges, vp of the Merrill Anderson Co., New York, speaking at the Financial Public Relations Assn. convention.

"It's doubtful if any advertiser with a worth while product today has such widespread competition as the banker trying to lure another dollar into his savings department," Mr. Hodges said.

He described methods for combating the three groups of competitors banks face.

• The Madison Ave. group (i.e., consumer advertisers), he said, is "dedicated to the task of persuading people to do the exact opposite of what you want them to do. They want people to spend money, not save it."

The solution, he said, is to make the public think of saving not in terms of effort, but in terms of enjoyment. "Start telling your public to save for a special purpose—whether it's a trip to Europe or a new movie camera. Hammer constantly the idea that it's fun to save when you save for fun."

• The Wall St. group wants people to save, but not at a bank, Mr. Hodges said. "Their job is to convince the public that the best place for their money is in mutual funds, stocks, bonds—something that envisions a good return on their investment."

To combat this group, he advised, banks should advertise their two main advantages over Wall St.—bank savings are more readily available, and savings customers are in a more favorable position when they want to borrow money from the bank.

• The third, the Main St. group, consists of other local banks and savings institutions.

"Your job here is to show your public that not *their* bank but *your* bank is best for savers," Mr. Hodges explained. "If your bank isn't the best then play up those special benefits which you alone can offer."

Three basic competitive advantages to feature, he said, are, "(1) it's profitable to save at your bank; (2) it's easy to save at your bank; (3) the customer gets certain extras at your bank."

■ In a discussion of which media banks should use for advertising, John Barnes III, treasurer of Barnes Advertising Agency, Milwaukee, had advice for large and small banks.

For the largest bank in a middle or small-size community, the best approach is to dominate the media, taking care not to permit a domineering tone to appear in the advertising, Mr. Barnes said. He also advised that the banker avoid scheduling ads during times when they might be dominated by ads from other large advertisers in town, particularly the department store and food stores.

For the smaller bank, unable to dominate the entire media picture, he suggested: "Make every effort to take one individual medium—preferably one which the others are not employing too heavily—and concentrate in it. Make an earnest effort to become the dominant financial advertiser in that medium."

■ Granville S. Morgan, vp of the Philadelphia Savings Fund Society, told the FPRA convention of a motivation research study his bank had done among non-savers.

"The non-saver, by and large, was satisfied with the protection that he provided for himself without the benefit of a savings account," he reported. "However, these same people, in the course of the interview, revealed anxiety about the fact that they were non-savers.

"Regardless of the rationalizations presented for non-saving, there resides within the non-saver a kind of lurking, vague and utterly unspecifiable anxiety," he said.

Mr. Morgan said his bank has established Coupon-of-the-Week and Coupon-of-the-Month plans to help overcome the lack of self control and discipline in many non-savers.

New depositors are given booklets with 12 coupons, which they date as due dates for future deposits. "Once the depositor has opened this account, he has morally committed himself to save and to meet these due dates," he said. "The self discipline to put money aside is taken away from him. The discipline now lies in this booklet of dated deposit tickets." #

WRCA-TV Appoints Thompson

William G. Thompson Jr., formerly a financial analyst in the facilities operation department at NBC-TV, has been named manager of sales promotion of WRCA-TV, replacing Max Busch, who resigned.

Bourbon Institute Moves

The Bourbon Institute has moved to new quarters at 711 Third Ave., New York.

Brown Dell Aquila Westover McWilliams Goodman

WESTERN MEETING—*Among those present for the first national board of directors meeting of the Sales Promotion Executives Assn. in the West in Los Angeles were Richard J. Brown, SPEA national president (vp of marketing, Pacesetter Homes, Chicago); Victor Dell Aquila, treasurer (ad manager, Railway Express Agency, New York); Robert Westover, vp (sales promotion manager, Watchmakers of Switzerland); Shirley McWilliams, director (ad manager, Rose Marie Reid, Los Angeles), and Stanley Goodman, vp (credit promotion director, Grayson-Robinson Stores, New York).*

Larsen Receives Ad Council Public Service Award

NEW YORK, Nov. 5—Roy E. Larsen, president of Time Inc., has been named to receive the 1959 public service award of the Advertising Council.

The award, established in 1954, is presented annually to a business man who "has contributed notably in public service to the welfare of his country and his fellow citizens." Mr. Larsen was cited for his "long and devoted service to the field of education."

Roy Larsen

Mr. Larsen, who is the first Ad Council director to receive the award, is holder of honorary degrees from 15 colleges and universities, including his alma mater, Harvard, where he is a onetime president of the alumni association.

He is also chairman of the advisory board of the National Citizens Council for Better Schools and is a trustee of the Ford Foundation and a member of the Citizens Advisory Committee of the President's Council on Youth Fitness. #

H-R Gets All Corinthian Stations; Names Comerford

Corinthian Broadcasting Corp., New York, has consolidated national sales representation for its five tv stations and two radio stations by naming H-R Television and H-R Representatives, respectively, to handle all its stations. H-R Television already represents KXTV, Corinthian station in Sacramento, Cal. Other Corinthian tv stations added to the H-R lineup include KHOU-TV, Houston, Tex., formerly handled by CBS-TV Spot Sales; WISH-TV, Indianapolis, Ind., previously represented by Bolling Co.; KOTV, Tulsa, Okla., and WANE-TV, Fort Wayne, Ind., previously handled by Edward Petry & Co. H-R Representatives will handle WANE, Fort Wayne, and WISH, Indianapolis, formerly represented by Edward Petry & Co.

H-R Television also has named Thomas M. Comerford, formerly a media supervisor at Young & Rubicam, to its sales staff. Robert Kowalski, formerly a senior media buyer at Y&R, has been named to replace Mr. Comerford at the agency.

Sweet Joins Hartley

Donald A. Sweet, previously with Roger Wade Productions, has been named a sales representative at Hartley Productions, New York, tv film producer.

WESTERN UNION

Telegrams-For-Promotion Service delivered my selling message dramatically—to each prospect."

If you've a big story to tell, tell it *big* with Telegrams-For-Promotion Service. Western Union delivers your message to dealers, buyers, everyone on your list *simultaneously*. Your telegram is read . . . and *remembered*. Simply supply Western Union with one copy of your message and your name list. Leave the work — and the impact — to us.

WIRE US COLLECT for the full details. Address: Western Union, Special Services Division, Dept. A-1, New York, N. Y.

Norge Won't Cut Its Ads in Steel Shortage: Sayre

(Continued from Page 3)

As for 1960, he predicted that even if the strike is ended soon, either temporarily or permanently, there will still be a steel shortage for the first six months of next year. "Obviously," he said, "a prolonged steel strike would hurt us." But he emphasized that Norge hasn't put any pressure whatsoever on the steel industry to settle the strike.

■ Meanwhile, Norge appliance retail sales in 1959 "will top substantially $100,000,000," are likely to exceed 900,000 units and may even equal the 1955 record of about 950,000 units, Mr. Sayre said.

He cited the following sales gains percentages for Norge for the first quarter of '59 over the first quarter of '58: Automatic washers up 38%; dryers up 27%; wringer washers up 26%; freezers up 323% (over a "rather low" '58 base figure); electric ranges up 31% and gas ranges up 46%.

Refrigerators were up only 4% in the first quarter, he noted, owing partly to line changes. But refrigerator sales from April 4 to Oct. 17 were up 51% over the like period of '58, he added.

In October of this year, he said, Norge home appliance factory shipments reached 103,000 units, a record high level exceeding even October, 1956, the only other single month when more than 100,000 units were shipped.

■ October unit sales at retail were 23% ahead of October, 1958, he said, adding that "distributors didn't just place these appliances on the floor; our October warranty card returns reached the highest point in nearly three years. This confirms that Norge appliances are moving right through to consumer homes," he emphasized.

Aiding in these sales records, Mr. Sayre noted are 2,500 new dealers that Norge has added this past year, bringing to "about 11,000 to 12,000" the number of "hard core" dealerships handling Norge products.

Evidence of the ad support these dealers are giving the Norge home laundry units shows up in Advertising Checking Bureau records, a Norge spokesman pointed out. These records show Norge accounting for 26% of gas dryer newspaper linage in 88 key markets in the first half of October (first place in the industry); 17% of the electric dryer linage (also first place in the industry) and 10% of the automatic washer linage (fourth place in the industry).

■ On the new products front, Mr. Sayre said Norge plans to go into production in January with two models of the gas refrigerator it's been testing since June (AA, June 8). The refrigerator is an 11′ type with automatic ice cube maker. #

Happy eating quick and easy!
CHUN KING
...the crisp and flavory chow mein you take home from your food market!
We're so sure you'll like it best that Chun King makes this happy offer—
Get your dessert Free!
You buy the chow mein ...we buy the dessert!
DIVIDER PAK

FREE DESSERT—*Chun King Sales Inc., Duluth, which earlier this year offered to buy any competitor's product for comparison with its own (AA, Aug. 10), is now offering to pay for any dessert, up to 35¢, with purchase of its Divider-Pak Cantonese chow mein. The offer is made in a color spread in the November Ladies' Home Journal. Batten, Barton, Durstine & Osborn, Minneapolis, is the agency.*

'BH&G' Plans Book Drive

Better Homes & Gardens will use pages in *Family Weekly* and *Parade* to promote its Idea Books series this Christmas. The theme will be, "Give the gift of a better, happier home." Two new books in the group are "Holiday Cook Book" and "Our Baby," a baby record book, slated for release in mid-November. Ads in *BH&G* itself will also promote the book series.

Virgin Islands Agency Opens

Plantz-Dreyer Associates, a new advertising and public relations agency, has opened in St. Thomas, U. S. Virgin Islands. The principals are Donald J. Plantz, formerly with Virginis Ridgway Public Relations, Corpus Christi, Tex., and Jerome Dreyer, formerly associate editor of the *Virgin Islands Daily News*. The agency's address is P. O. Box 1476, St. Thomas.

Schenley Juggles Agency Lineup to Offset Sales Sag

(Continued from Page 3)

from DDB and add them to the Schenley brands it has been servicing—Coronet brandy, Du Bouchett cordials, Samovar vodka, Roma wines and Rocket wines.

■ Schenley also uses three other agencies for its liquors.

• W. B. Doner & Co. handles all Melrose brands, Marie Brizzard cordials, Rum Carioca, and Otard cognac.

• Kleppner Co. has I. W. Harper, Belmont, J. W. Dant brands, Gibson, Old Quaker, Olde bourbon, Pebbleford, Three Feathers, Long John scotch, Bertoli and Calvet wines, Cherry Heering, Cook's champagne, Dewar's scotch, Dubonnet wines, Lanson champagne, and MacNaughton's Canadian whisky.

• McCann-Erickson has Cascade, Golden Wedding, Echo Springs and Old Charter, and handles all brands for export advertising.

■ Various reasons for the Schenley-BBDO split are being discussed in the liquor industry. The agency reportedly has not been making much of a profit on its Schenley brands; it disliked the move that Schenley made early this year in setting up its own house agency for outdoor advertising—World Network (AA, Jan. 19, Feb. 9, March 30) and it objected to Schenley's current curtailment of its advertising program.

On the latter, it is understood that the company has cut back its fourth quarter advertising on several brands, and that it has cut its budget drastically for the first quarter of 1960, particularly for magazine advertising.

The brands handled by BBDO are estimated to have billed about $3,500,000 in '58 but substantially less than that this year. The two blends, Schenley Reserve and Sir John Schenley, are estimated to be selling currently at the annual rate of 1,800,000 cases and 20,000 cases, respectively. OFC Canadian does about 150,000 cases, Champion about 85,000 cases, Kintore scotch about 25,000 cases. Schenley Smooth American gin is still an unknown quantity, as it was introduced only a little over a year ago.

■ A number of people in the liquor industry here expect other shifts of Schenley brands, and possibly another shakeup of sales and executive personnel similar to that put into effect early this year (AA, Jan. 19).

Schenley's annual report for its fiscal year ending Aug. 31 has not been released to date. Its total estimated advertising expenditure in 1958 was $29,823,000, compared with $31,000,000 in 1957. In measured media it spent $13,823,304 in '58, compared with $16,345,479 in '57. #

Veeder Joins Morris

James W. Veeder has joined Cavanaugh Morris Advertising, Pittsburgh, as account group supervisor of the beer marketing division. Mr. Veeder was formerly an account executive with Fuller & Smith & Ross, Pittsburgh.

Krasner Named KQDE Head

Lawrence B. Krasner has been appointed manager of KQDE, Seattle, and national sales manager of both KQDE, Seattle, and KQTY, Everett, Wash. Mr. Krasner was formerly vp and general manager of Forjoe Inc., West Coast division.

The Light Alone in San Antonio

Daniel Starch & Staff has just completed an authoritative study among newspaper-reading households in the San Antonio A.B.C. City Zone.

Important facts about San Antonio's three newspapers are revealed *authentically* for the first time through this study. Here is one example of comparative measurements usually regarded as *green lights* in media selection.

UNDUPLICATED COVERAGE

THE LIGHT, unduplicated, reaches 46.1% of the newspaper-reading households in the San Antonio A.B.C. City Zone

THE LIGHT ALONE **46.1%** unduplicated coverage

EVENING NEWS MORNING EXPRESS combined **22.7%** unduplicated coverage

The Light alone reaches 62.2% of the newspaper-reading households in the San Antonio A. B. C. City Zone

. . . no other newspaper, alone or in combination, Daily, Saturday or Sunday, reaches as many households as the LIGHT

NOTE:
Ask your Hearst Advertising Service representative to show you the complete Daniel Starch & Staff Survey of San Antonio's Newspaper Reading Households.

THE LIGHT
SAN ANTONIO TEXAS

Represented Nationally by HEARST ADVERTISING SERVICE INC.
Offices in 15 Principal Cities

ADVERTISEMENT

Glenda the beautiful secretary

"The boss is buying that new dictating machine I wanted. I told him it does things for his voice."

Don't overlook the secretary's influence. 62% of our secretarial subscribers were consulted on the choice of the dictating machine they're now using, according to a recent study (write us for a copy). To sell *any* office equipment, be sure to advertise to 145,000 secretarial career women in . . .

TODAY'S SECRETARY *magazine*
330 West 42nd Street, New York 36 • LO 4-3000

37 years and 444 issues ago Good Housekeeping won advertising leadership in the women's field

YEAR AFTER YEAR, Good Housekeeping continues to carry more pages of advertising than any other magazine in the women's field. Because, month after month, Good Housekeeping continues to serve advertisers best by publishing the kind of magazine women respond to best.

Good Housekeeping gives its 12,350,000 eager readers every month the information they want to help them do a better job for themselves, their families, their homes.

More total editorial pages, more service pages, more food and nutritional editorial pages, more wearing apparel editorial pages, more children's editorial pages, more beauty, grooming, toiletries editorial pages, more home furnishings and homemaking editorial pages...and all in an atmosphere that serves to encourage the woman to give her full time and attention to the sense of the magazine's editorial and advertising pages.

Good Housekeeping

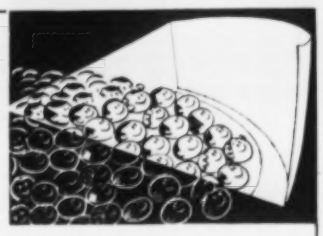
MAGAZINE AND INSTITUTE

REPLACEMENT OR REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN

A HEARST MAGAZINE

WHAT'S THE NEAREST THING TO A CAPTIVE AUDIENCE?

The attention of the theatre audience is fixed directly on the huge screen. You can reach the country's millions of movie fans with your sales message through theatre screen advertising.



TSAB FOR COPIES OF BROCHURE AND FURTHER INFORMATION CONTACT:
THEATRE-SCREEN ADVERTISING BUREAU
437 MERCHANDISE MART • CHICAGO 54, ILLINOIS

Friend-Reiss Gets Tokyo Link

Friend-Reiss Advertising, New York, has appointed Naigai Enterprises, Tokyo, as its representative in Japan. The agency said so many of its clients have interests in Japan that it needed such an affiliation.

Chester Daily Is Renamed

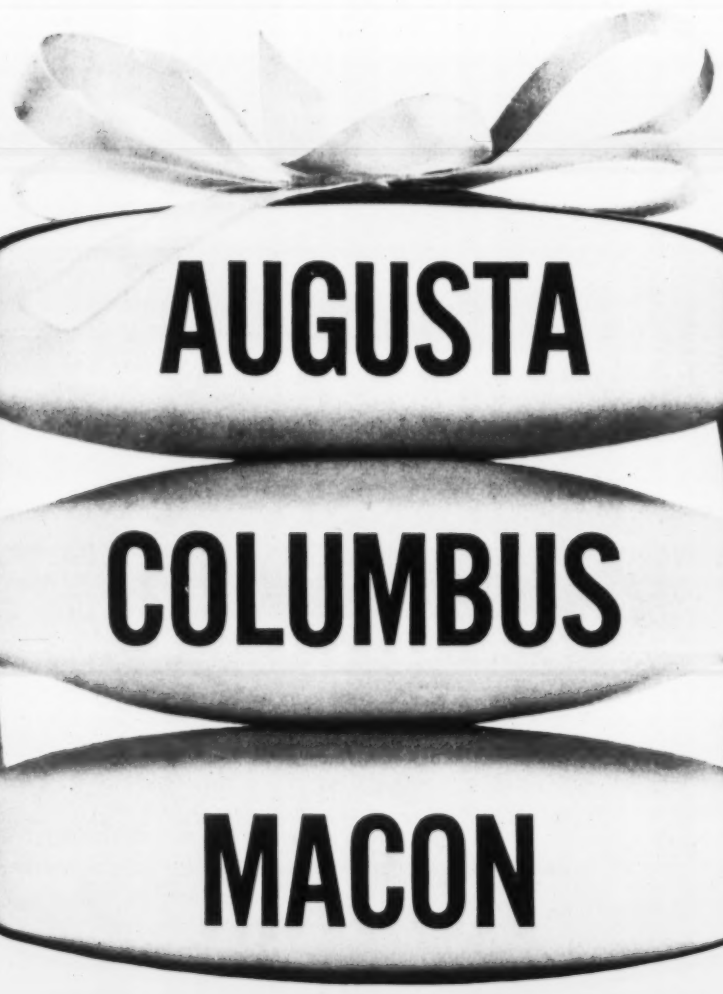
The *Chester Times*, effective Nov. 2, changed its name to *Delaware County Daily Times*. The Chester, Pa., newspaper is represented nationally by Gilman, Nicoll & Ruthman.

package buy:

delivers Georgia's #2 market

You're in solid when you schedule the Georgia Group. For this 3-paper package delivers *4 times* as many homes as any other paper in Georgia's second market . . . Augusta, Columbus and Macon, whose combined metro population is over 650,000. It's one order, one bill, one check when you buy the Georgia Group . . . and *savings up to 17%*.

GEORGIA GROUP



THE Georgia Group

AUGUSTA Chronicle and Herald COLUMBUS Ledger and Enquirer MACON Telegraph and News
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

HAULER CROP—*This color spread for Dodge trucks appears in the November Successful Farming and Progressive Farmer.*

Dodge Experiments With Magazine Ads for Its Big Trucks

DETROIT, Nov. 3—Something different in advertising for heavy-duty trucks—using a schedule in general circulation magazines—is being tried out by Dodge division of Chrysler Corp. this year, as it starts to present its 1960 line, with a 20% higher advertising budget.

A four-color spread on the new Dodge diesel is included in the *Saturday Evening Post* schedule, following the color spread which kicked off the program in the final week of October. *Time* and *Newsweek* also were included in the kick-off splurge.

"We realize that we would not ordinarily advertise this type of truck in a mass-circulation magazine such as the *Post*," said Wendell D. Moore, director of advertising and sales for Chrysler. "However, we feel very strongly that the impression it creates of Dodge leadership in design and engineering helps to sell the entire line. Thus we are doing a double-barrelled job, reaching the readers who are high-tonnage buyers, plus creating a favorable image in the minds of all truck buyers."

■ Fleet men also will read about the Dodge truck models most popular with commercial truckers. Dodge will use eight of the most important fleet magazines, with a total circulation of 245,000, plus 45 state trucking publications that reach an additional 139,000 readers. The fleet magazines also are getting the kick-off diesel advertisement in November and December. Approximately 100 trade journals will be used.

Farm publications, led by *Successful Farming*, *Farm Journal* and *Progressive Farming*, will get a share of the budget. The two most popular farm trucks, stake and pick-up, will be featured in color spreads. Some 8,000,000 readers will be reached through the farm media.

■ A local advertising program to aid dealers who are really selling trucks will follow the initial series, Mr. Moore said.

An expanded direct mail program, which will distribute 6,500,000 pieces on the features and advantages of Dodge trucks, is in the works. Outdoor support calls for 24-sheet posters to appear on approximately 3,000 boards in some 300 major markets.

Ross Roy Inc. handles Dodge truck advertising. #

Douglas, Allen Name Becker

Douglas Food Corp., Chicago, and Mark Allen Co., Detroit, have named Allan A. Becker Advertising, Chicago, to handle their advertising. Gourfain-Loeff, Chicago, is the previous agency of record for Douglas. Arthur Meyerhoff & Co., Chicago, is the former agency of record for Mark Allen.

HOT OFF THE PRESS!

TELEGRAM'S ANNUAL 1959 GROCERY PRODUCTS SURVEY

Packed with information!
Find out how your product's doing (and your competition) in this

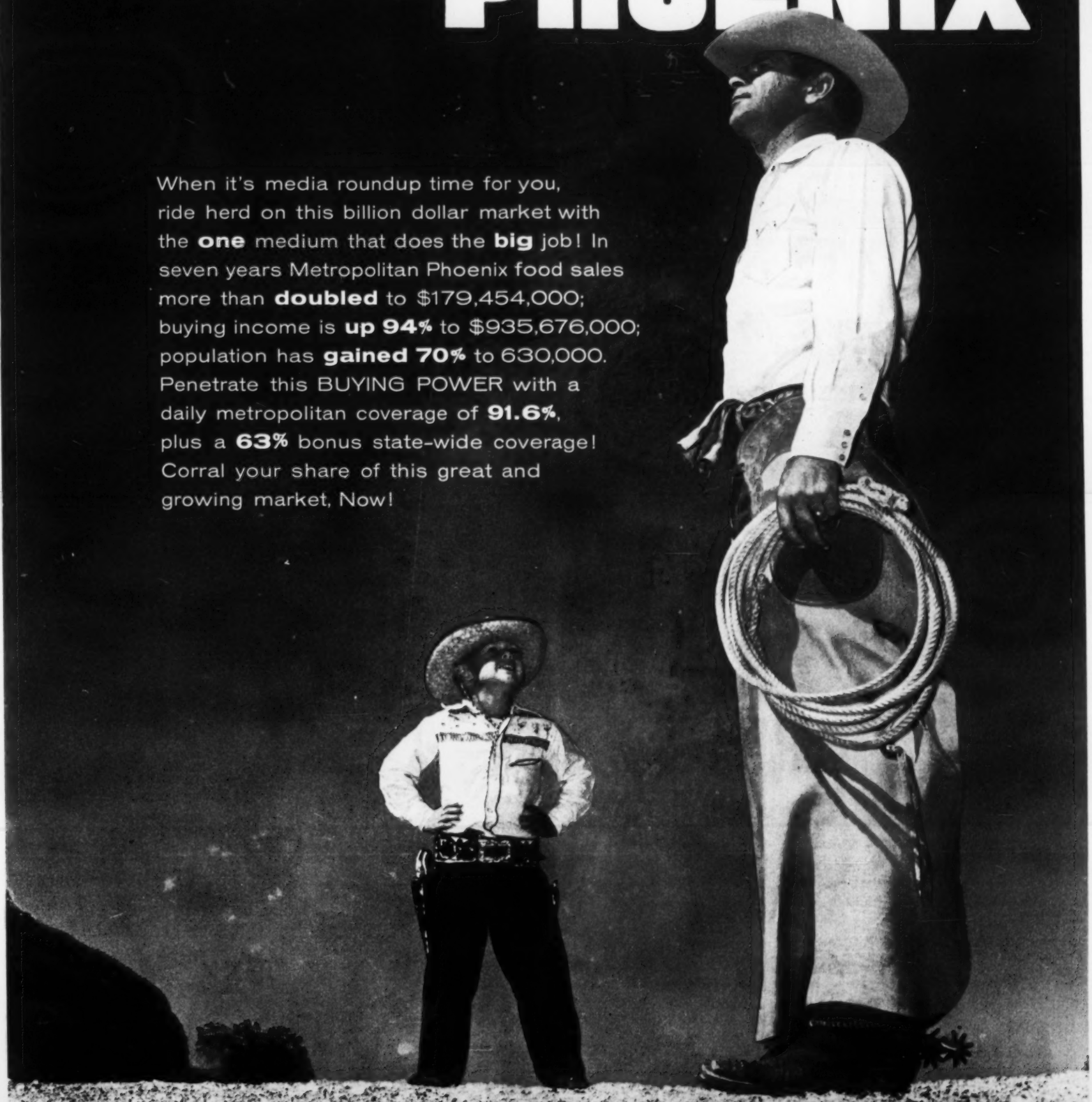
10½ MILLION DOLLAR MARKET

TEMPLE TELEGRAM

represented nationally by Texas Daily Press League

Think BIG *when you think of* PHOENIX

When it's media roundup time for you, ride herd on this billion dollar market with the **one** medium that does the **big** job! In seven years Metropolitan Phoenix food sales more than **doubled** to $179,454,000; buying income is **up 94%** to $935,676,000; population has **gained 70%** to 630,000. Penetrate this BUYING POWER with a daily metropolitan coverage of **91.6%**, plus a **63%** bonus state-wide coverage! Corral your share of this great and growing market, Now!



The Arizona REPUBLIC — The Phoenix Gazette

Morning and Evening Combination

CHAS. E. TREAT, NATIONAL ADVERTISING MANAGER, BOX 1950, PHOENIX, ARIZONA • PHONE ALPINE 8-8811 • REPRESENTED NATIONALLY BY KELLY-SMITH CO.

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Readers Write to Say They Liked Western Markets Issue—and to Set 'AA' Straight on Santa Barbara

To the Editor: Congratulations on your Western Markets report in the Oct. 19 issue. I have been trying for the last three years to make the A.E.s in "Madison Avenue" offices cognizant of the facts you so truthfully print in your fine magazine.

Why is it that Madison Avenue adopts a "know it all" attitude and persists in spending the client's money to advertise in a trade paper that has a big following in Ohio for instance, and expects it to "bring home the bacon" from California merchants? To coin a phrase, "They'll do it every time."

As one who must sell media space to agencies and their clients, I salute you!

Carl Gross,
Advertising Director, California Pharmaceutical Assn., Los Angeles.

•

To the Editor: The feature article, "The Rising West" (AA, Oct. 19), was good but in your stories of cities the opening paragraph on Fresno was not very complimentary. Using a lead-off line such as "located 120 miles south of Stockton" may just as well have read "90 miles south of Modesto." Why didn't they use San Francisco to pinpoint the area?

Also compare the opening line of Phoenix, where you refer to the area as "having a mild, dry, and clear climate." Whoever wrote this article must have spent the winter in Phoenix and the summer in Fresno. It seems to me that Phoenix is very humid in the summer and there is hardly a spot in the U. S. any warmer.

Donald H. Bagsdale,
Sales Manager, Foster & Kleiser, Fresno.

•

To the Editor: I read with great interest your article, "The Rising West," in the Oct. 19 issue of Advertising Age. It is amazing what a city can do if it really wants to attract newcomers. In reading over your report on Santa Barbara I was surprised to learn the 1957 census showed that city's population to be 55,675,000. This would make it the largest city in the world and also a city that boasts one-third of the U. S. population.

Just wanted to let you know I was reading your publication and enjoying it, even with this typographical error, which is an infrequent occurrence in your publication.

One more question: How do you suppose they managed to squeeze this 55,675,000 population into 19,000 dwelling units? And I thought Los Angeles was crowded!

T. R. Pflimlin,
Carnation Co., Los Angeles.

AA's pencil slipped and managed to add three zeros to Santa Barbara's population figure.

•

To the Editor: Congratulations on your comprehensive special section on The West in this week's Ad Age. Really excellent!

Peter Hannaford,
Vice-President, Kennedy-Hannaford, Oakland.

•

To the Editor: Congratulations on the valuable Western Market issue!

Now, how about reprints? The material should be popular if reprinted as a booklet. We could use 300 or more. Others will want it too, and you should find no difficulty in getting up a satisfactory pre-publication subscription list of several thousand.

Byron H. Brown,
President, Gerth, Brown, Clark & Elkus, Beverly Hills, Cal.

Sorry. We do not plan to reprint the section.

• • •

All of Florida Sign Not Sold

To the Editor: Reference to your Oct. 12 issue on Page 113 in which you ran an announcement headed "Florida Sign Company Is Sold." Please be advised that the Florida Sign Co. has not been sold, only the outdoor facilities in six counties, namely, Hillsborough, Manatee, Sarasota, Lee, Charlotte and Collier. This part of the outdoor business constitutes only a small part of our over-all business and we feel that the item has unjustifiably misled many of our customers, as we expect to develop the outdoor business in other counties of Florida to fill the gap.

E. J. Vehnekamp,
Florida Sign Co., Bradenton.

• • •

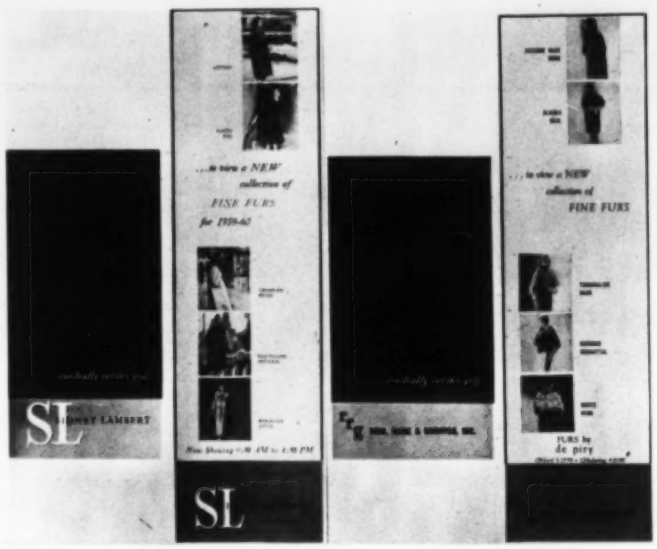
Devoured 'AA'—and Liked It

To the Editor: Last night I spent two hours devouring this week's issue of Advertising Age.

It was simply crammed full of practical, helpful information and news.

I was so impressed I simply had to write and tell you this.

William W. Mulvey,
Executive Vice-President, Cunningham & Walsh, New York.



Copying or Coincidence?

To the Editor: Imitation may be the sincerest form of flattery—but who could let this "coincidence" pass? Or are we unjustified in regarding this outrage as stretching the long arm of coincidence a little too far?

The "SL" gold and black mailing piece was created, prepared and completed by us during March, 1959. We billed our client, Sidney Lambert Co., April 8.

The "RRG" imitation folder was received on Sept. 15 by one of our own executives' wives. (*There's* a real coincidence!)

In all fairness, we checked on Rein, Rame & Gurvitch only to learn that they themselves are wholly innocent of direct infringement. They were sold the imitation of our original job by M. W. Fersching Inc., who "picked up" our creation virtually intact and is now syndicating it to competitors of our own client! . . .

This is not the first time our own ideas have borne too close a resemblance to those subsequently produced by other advertisers!

Perhaps we should extract comfort out of the added stature we enjoy in the eyes of our clients because of it. Truly, 'tis an ill wind that blows *no* good!

Joel S. Jablons,
President, Mark, Simeon & Renard, New York.

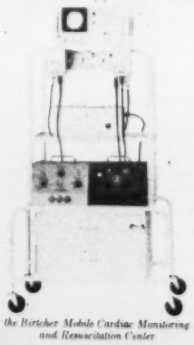
• • •

Headline Too Grim for Him

To the Editor: In my estimation, this ad is grossly lacking in professional ethics—even heightened by the fact that this ad appeared in a medical journal [*Anesthesiology*].

While this unit is used in operating rooms to monitor patients' hearts, I see no reason for such a headline. First of all, the doctor or hospitals buy this equipment and to my knowledge I don't think they pay for their patients' funerals. If all the equipment was made for "lifesaving" purposes, my first reaction is that if this is one of the "benefits" of their equipment they

For Less Than The Cost of Two Middle Class Funerals!

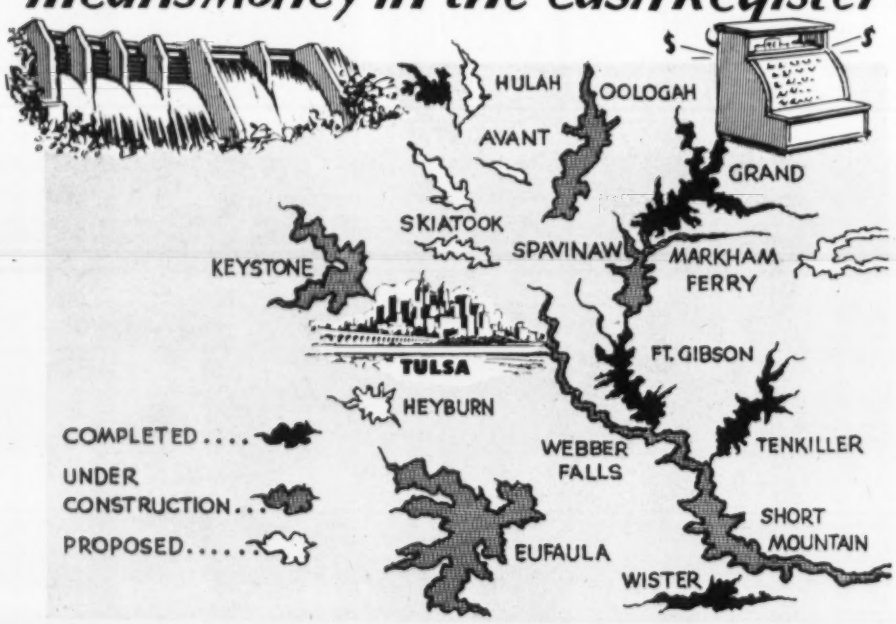


the Birtcher Mobile Cardiac Monitoring and Resuscitation Center

THE BIRTCHER CORPORATION

WATER OVER THE DAM....

means Money in the Cash Register!



Eastern Oklahoma is One of the Nation's Greatest Lake Areas

Did you know that Eastern Oklahoma is one of the nation's greatest "lake" areas? Oklahoma leads the nation in parks, state lodges and recreational facilities built around water. And what does this mean to advertisers? MORE SALES. Eastern Oklahoma counties that now have lakes (see above map) average 150 per cent more retail sales than other counties in the state in percentage increase over the last decade. All of these lakes nestle within the Tulsa trade territory, making Tulsa still more important in your marketing plans. Tell Tulsa . . . Sell Tulsa! One of the highest disposable per capita income areas in the U. S. And completely covered by the Oil Capital Newspapers!

for MORE business . . . USE . . .

THE OIL CAPITAL NEWSPAPERS

TULSA WORLD **TULSA TRIBUNE**

MORNING • EVENING • SUNDAY

Represented Nationally by The Branham Co., Offices in Principal U.S.A. Cities

should sell it to undertakers.

This rates my vote as "The Ad We Can Do Without" for 1959.

Thomas Towell,
Arthur Towell Inc., Madison, Wis.

• • •

Pays Tribute to Murray Crain

To the Editor: Your editorial in the Oct. 5 issue concerning Murray E. Crain prompts this short note.

I knew Murray Crain many years ago when ADVERTISING AGE was founded and I watched it grow and grow and grow under his editorial direction.

He is one man who lived a very useful life and made many contributions to this business of advertising.

It pleased me very much to read your editorial telling about the contributions he made to ADVERTISING AGE.

Ernest Hoftyzer,
Assistant Publisher, *Boston Record* and *American*.

• • •

These Ads Really Have a Bite

To the Editor: Advertising with less bite in it seemed to be a September feature. I enclose three ads [two of them are reproduced here] which came to my attention on the same day. Two were in the same

issue of *Sunset* and one in the *New York Daily News*.

Since the ads were in the works at the same time, by three different agencies, I can only conclude that there must be something to extra-sensory perception. At any rate, it was a good month for little girl models with their teeth out.

Alan P. Trei,
Benton & Bowles, New York.

• • •

Shapiro Clarifies Quote on Newsstand Sales

To the Editor: In your Oct. 5 issue an error crept into your story concerning the discussion that took place at the recent Magazine Publishers Assn. conference relative to newsstand and subscription circulation.

Your story stated: "Mr. Shapiro added that research has shown that the best prospects for magazine subscriptions are among those who have 'sampled' the publication by purchase of newsstand copies."

While I am always happy to take either the credit or the blame (as the case may be) for anything I have said, this particular statement was made by another panel member, and the attribution to me may cause me some embarrassment.

What I did say was that the decrease in newsstand sales in the postwar period was undoubtedly due in part to the great increase in subscription sales during this time, and I referred to a study that was made by the *Reader's Digest* some years back and to one by *Look* on the effect of subscription increases on newsstand sales.

S. O. Shapiro,
Vice-President, *Look*, New York.

• • •

Ocoma Started 'Money in Can'

To the Editor: It may be "nonsense" to include cold, hard, honest-to-goodness cash refunds in packages (AD AGE editorial, Sept. 14, "Money in the Can"), but first to commit such "nonsense" was Bozell & Jacobs for the Ocoma Foods Company of Omaha, in October, 1956.

Ocoma's "cold cash offer" was a consumer's 15¢ refund sealed in a

plastic envelope, right with the frozen pie (no labels, no boxtops, no coupons). Such "nonsense" paid off. In a 30-day test, 20,400 Ocoma fruit pies were sold, up from 7,200 in 60 days before the test. Repeat sales, stimulated by the "cold cash" offer, continued to boom . . .

A. R. Busch Jr.,
Bozell & Jacobs, Omaha.

•

To the Editor: I don't like to belabor a relatively unimportant issue but, having read and re-read your editorial, "Nonsense Revisited," the interests of good journalism would seem to justify a final airing of the *facts* in the case of the "coin pack" idea.

By advancing the preposterous notion that consumers are required to pay 25¢ extra for a can of coffee containing a 25¢ coin, "Nonsense Revisited" implies that the "coin pack" idea insults the public mentality. But please, who but ADVERTISING AGE has even remotely entertained the incredible thought that the consumer would be asked to pay a premium for the "coin pack"?

"Nonsense Revisited" states, "As a novelty promotional device, the coin in the can may make sense—once . . . but we hold to our original opinion that packaging cash as part of a commodity purchase is the ultimate in nonsense in pricing." I repeat, who but ADVERTISING AGE has suggested that the "coin pack" idea is anthing but a *sampling* device? In my letter to you of Sept. 21, I went to some lengths to present a *factual* description of the objectives and mechanics of the "coin pack" idea. I also sought to encourage you to examine the "other side of the coin," the brand image umbrella which is used in conjunction with the "coin pack" device, and which "Nonsense Revisited" blithely ignores.

"Nonsense Revisited" rather ungracefully concedes that there may be some merit to the "coin pack" idea if its value is to be measured by the *imitation* to which it has been subjected. As I pointed out in my letter of Sept. 21, the success of the Maryland Club "coin pack" campaign is measured solely by the very *tangible* success it has achieved in terms of distribution and sampling.

As you surely can appreciate, the originators of an idea cannot be responsible for its misuse by imitators. I accept responsibility for the "coin pack" idea *only* in the way in which it has been employed for my clients . . . and it is on this premise that I object to the thoughtless implications present in both "The Ultimate in Nonsense" and "Nonsense Revisited."

Clay W. Stephenson,
Clay Stephenson Associates, Houston.

• • •

BBB Gave No Answers, He Says

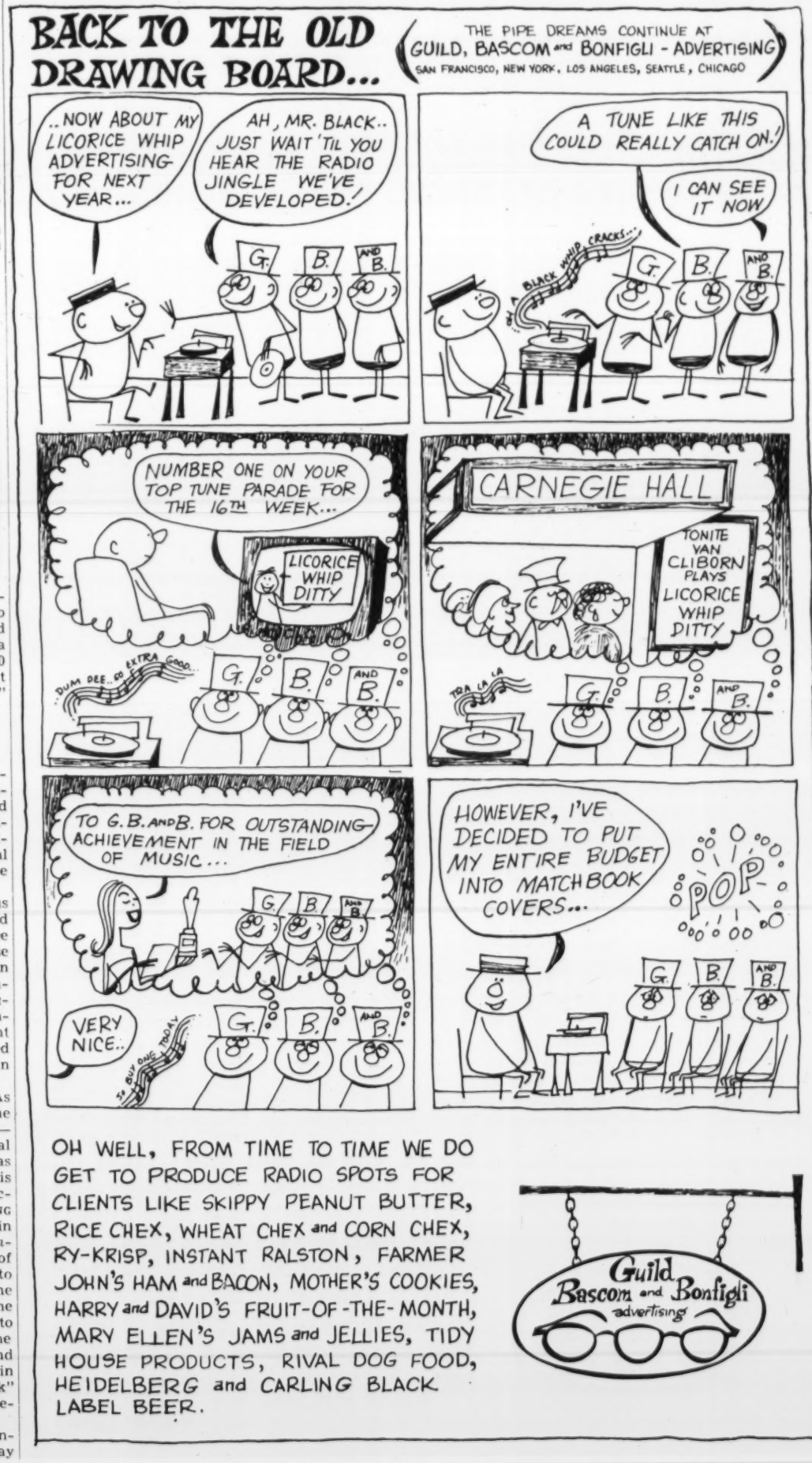
To the Editor: On Page 91 of your Oct. 5 issue you reproduce an ad published by the Better Business Bureau of Denver headlined, "Facts You Should Know About Contact Lenses." In the cutline you state:

"The Denver B.B.B. answered oft-asked questions about contact lenses . . ."

It is quite obvious that your cut line writer did not read the ad, for the B.B.B. did not answer one single question that was posed at the top of their ad. As a matter of fact, the B.B.B. was, in my estimation, guilty of misleading advertising, for they gave no "facts about contact lenses," nor did they answer any questions.

The whole ad was a "warning" and should have been so labeled. Perhaps the B.B.B. should practice what it preaches.

B. E. Howard,
Campbell-Mithun Inc., Minneapolis.


BACK TO THE OLD DRAWING BOARD...
THE PIPE DREAMS CONTINUE AT GUILD, BASCOM and BONFIGLI - ADVERTISING
SAN FRANCISCO, NEW YORK, LOS ANGELES, SEATTLE, CHICAGO
..NOW ABOUT MY LICORICE WHIP ADVERTISING FOR NEXT YEAR...
AH, MR. BLACK.. JUST WAIT 'TIL YOU HEAR THE RADIO JINGLE WE'VE DEVELOPED!
A TUNE LIKE THIS COULD REALLY CATCH ON!
I CAN SEE IT NOW
BLACK WHIP CRACKS...
NUMBER ONE ON YOUR TOP TUNE PARADE FOR THE 16TH WEEK...
LICORICE WHIP DITTY
DUM DEE.. SO EXTRA GOOD..
CARNEGIE HALL
TONITE VAN CLIBORN PLAYS LICORICE WHIP DITTY
TRA LA LA
TO G.B. AND B. FOR OUTSTANDING ACHIEVEMENT IN THE FIELD OF MUSIC...
VERY NICE..
TO BUY ONE TODAY
HOWEVER, I'VE DECIDED TO PUT MY ENTIRE BUDGET INTO MATCH BOOK COVERS...
POP
G. B. AND B.
OH WELL, FROM TIME TO TIME WE DO GET TO PRODUCE RADIO SPOTS FOR CLIENTS LIKE SKIPPY PEANUT BUTTER, RICE CHEX, WHEAT CHEX and CORN CHEX, RY-KRISP, INSTANT RALSTON, FARMER JOHN'S HAM and BACON, MOTHER'S COOKIES, HARRY and DAVID'S FRUIT-OF-THE-MONTH, MARY ELLEN'S JAMS and JELLIES, TIDY HOUSE PRODUCTS, RIVAL DOG FOOD, HEIDELBERG and CARLING BLACK LABEL BEER.
Guild Bascom and Bonfigli advertising

Griswold-Eshleman Names London Art Head; Moves Office

Dave London has been named executive art director of Griswold-Eshleman Co., Cleveland. Mr. London, formerly art director of Mark Wyse Advertising, will be working with three other agency art directors. Griswold-Eshleman also has named Mrs. Mildred S. Rueter assistant space buyer and supervisor of media operations. She has been with the agency 16 years.

Dave London

Griswold-Eshleman has moved its offices to 55 Public Sq. The agency, founded in 1912, had offices in the Leader-News Bldg. until 1930, when it moved to the Terminal Tower, where it headquartered until the present move. Griswold-Eshleman reports it has added 14 new clients since 1957, to reach a total of nearly 70 clients. It employs 100 persons, and reports 1959 billings will reach an estimated $11,000,000, up more than 22% from the $9,000,000 in billings in 1957.

How to get the Latest

INSIDE

Contest News

Read the "Advertisers Confidential Contest News Bulletin." Ours is the only organization offering this unique service to America's advertisers. Latest developments in the contest field are discussed and new trends analyzed. To receive the "Bulletin" regularly, send us your name on your company letterhead.

Bruce, Richards CORPORATION
CONTEST MANAGEMENT AND JUDGING
104 E. 25th St., N.Y. 10 • OR 7-4600
(In Chicago: Dial 211 and Ask Operator for Enterprise 4531)

Hacker to Von der horst

William J. Hacker & Co., Caldwell, N.J., has appointed Von der horst & Associates, Wayne, N. J., to handle its advertising. Hacker is an exclusive American representative for several prominent European manufacturers of scientific instruments including Reichert, Vienna; Struers, Copenhagen, and Jung, Heidelberg.

'Inquirer' Names Chait

Frederick Chait has been appointed general manager of the *Philadelphia Inquirer*. Mr. Chait, who has been chairman of the operating committee, also is counsel for Triangle Publications, which owns and operates the *Inquirer*. As general manager, he fills a post vacant since the death of George Neill.

THE BIGGEST MOTION PICTURE EVENT OF OUR TIME!
ALL OVER THE WORLD ON DECEMBER 17th, 1959, for the first time in entertainment history, a motion picture will premiere simultaneously in capital cities on all continents: Amsterdam, Berlin, Caracas, Chicago, Johannesburg, Lima, London, Los Angeles, Madrid, Melbourne, New York, Paris, Rome, Stockholm, Tokyo, Toronto, Washington and Zurich.
GREGORY PECK AVA GARDNER
FRED ASTAIRE ANTHONY PERKINS
ON THE BEACH
ANDERSON
If you never see another motion picture in your life you must see 'ON THE BEACH'
MAR STATE LAKE THEATER

BOOM—*This ad ran in major cities around the world on Oct. 28 to promote "On the Beach."*

Movie on Earth's Atomic Death Gets Global Ad Push

NEW YORK, Nov. 3—One of the biggest promotion budgets ever put behind a motion picture began moving into high gear last week with full-page ads in daily newspapers throughout the world.

Headlined "The Biggest Motion Picture Event of Our Time," the ad was an opening blast for "On the Beach," Stanley Kramer's production of the Nevil Shute novel of the same name.

"On the Beach" is a story dealing with the atomic destruction of the world. United Artists Corp., distributor of the film, is using this theme to promote it: "If you never see another motion picture in your life you must see 'On the Beach'."

■ The promotional campaign is unusual in that it is starting so early. The film does not open until Dec. 17.

The marketing strategy is also unusual in that the film is being premiered simultaneously in 18 major cities across the world. "On the Beach" will begin running Dec. 17 in theaters in Amsterdam, Berlin, Caracas, Chicago, Johannesburg, Lima, London, Los Angeles, Madrid, Melbourne, New York, Paris, Rome, Stockholm, Tokyo, Toronto, Washington and Zurich.

Dailies in each of these cities carried full pages Oct. 28. On the North American schedule were *The New York Times, Washington Post, Chicago Tribune, Chicago's American, Chicago Sun-Times, Los Angeles Times, Los Angeles Examiner, Toronto Globe* and *Toronto Telegram*.

The ad carried the slugline: "This advertisement appears today in major newspapers in capital cities throughout the world."

■ United Artists is reportedly set to spend up to $1,000,000 to advertise the film. The next big advertising push will kick off around Dec. 1. Newspapers are getting the big bulk of the budget. Monroe Greenthal Co. is the agency.

The strategy appears to be to get the picture talked about widely before it ever opens. To this end, United Artists has held a great number of advance screenings of the film for editors, broadcasters, club officials and others who are supposedly in a position to reach large groups of people.

As a matter of fact, reviews of the film are already running in magazines—witness the current issue of *McCall's* and last week's *Saturday Review*.

The movie stars are Gregory Peck, Ava Gardner, Fred Astaire and Anthony Perkins.

Originally, the simultaneous premiere was set for six continents. Then UA added a seventh with the announcement that the film will also open Dec. 17 at the Antarctica Naval base. Antarctica has no newspapers of record. #

AFA Third District Elects: Two Named to Board

John Mayo of Bennett Advertising, Raleigh, N.C., has been elected governor of the Advertisng Federation of America third district, embracing the Carolinas and Virginia. Betty Blair, Tom Daisley Advertising, was elected secretary, and Robert Phillips Jr., Columbia Outdoor Advertising, treasurer.

Paul G. Beach, eastern advertising manager, Union Pacific Railroad, and Robert H. Marriott, vp, Climalene Co., have been named to the AFA's board of directors.

WHAT'S YOUR C.I.Q.?*

TAKE THIS SIMPLE TEST TO FIND OUT

KNOWING THE CORRECT ANSWERS TO QUESTIONS ABOUT CANCER COULD SAVE YOUR LIFE

1 Leukemia is cancer of the blood-forming tissues.	TRUE	FALSE
2 All forms of life, including plants, can develop cancer.	TRUE	FALSE
3 Cancer is not contagious.	TRUE	FALSE
4 More men than women die of cancer.	TRUE	FALSE
5 Pain is a late cancer symptom.	TRUE	FALSE
6 Cancer can strike anyone at any age.	TRUE	FALSE
7 A biopsy (examination of suspected tissue removed from the body) is the only method of proving whether cancer is present.	TRUE	FALSE
8 Surgery or irradiation, or both, are the only means of curing cancer.	TRUE	FALSE
9 An annual health checkup is one of the most effective weapons against cancer.	TRUE	FALSE
10 Over one million Americans are alive today, cured of cancer.	TRUE	FALSE

SCORING: 10: Excellent
6 to 9: Fair
5 or less: Danger! For your own protection, learn more about cancer. Write to "Cancer" —c/o your local post office.

ANSWERS: ALL TEN OF THESE STATEMENTS ABOUT CANCER ARE TRUE.

*CANCER INTELLIGENCE QUOTIENT

AMERICAN CANCER SOCIETY

what makes the "Swede Bredenbergs" stop to read?

Swede stopped to read because he found in an advertisement a new, improved model of a machine he was already familiar with and which he knew would be of value on his job immediately. He called over his foreman and some of his operators to show them why this particular machine was ideal for their particular job problem.

CONTRACTORS AND ENGINEERS not only creates this selling atmosphere, it also provides the men who must be sold. C & E covers the market from top to bottom, getting to the Swede Bredenbergs, who initiate purchases, and also to the home office executives who approve them.

C&E's approach to both circulation and editorial vitality must be producing results, because once again for the first ten months of 1959 CONTRACTORS AND ENGINEERS is No. 1 of the monthly construction publications in both number of advertisers and total advertising space carried. Advertisers who know the market best, use CONTRACTORS AND ENGINEERS *first*, and *most*.

Contra[illegible] and Engi[illegible]

470 PARK AVENUE SOUTH • NEW YORK 16, NEW YORK • MURRAY HILL 5-9250

A BUTTENHEIM PUBLICATION

THE LANDING STRIP

as seen by
JOHN BURGOYNE & BILL MASTERSON

We like the story about the funeral procession that pulled away from the offices of an Eastern radio station and drove slowly to the river where 7000 "rock and roll" records were unloaded from the hearse and committed to a watery grave. That's one funeral we wouldn't mind attending. For a dirge, we suggest —**"Happy Days Are Here Again."**

* * * *

Happy days *are* here again, if you happen to be in the market for the real facts on buying habits and attitudes of the super market shopper.

SURVEY OF
Super Market Shoppers
their
Buying Habits and Attitudes
Prepared by
BEN L. SCHAPKER
Merchandising Director
BURGOYNE GROCERY & DRUG INDEX, INC.
CINCINNATI · CHICAGO · PHILADELPHIA
1959

Shown above is our new **Survey of Super Market Shoppers**—a real "horn of plenty" when it comes to delivering the ***why's*** and ***why not's*** that determine shopping decisions.

* * * *

This Super Market Survey, of course, is made primarily as a special service to top management among chain and independent super market operators.

* * * *

In addition, it has obvious usefulness to manufacturers and their agencies, or we wouldn't get so darn many requests year after year from advertiser and agency people. If you, too, would like to arm yourself with the arsenal of facts contained in Burgoyne's new Survey of Super Market Shoppers—clip a crisp dollar bill onto your letterhead and send it to the address below. We'll ship your Survey postpaid.

Burgoyne
GROCERY & DRUG INDEX, INC.
FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO

Mogen David Sets $1,800,000 Wine Campaign

Besides 'Charlie Weaver' on TV, Push Also Uses Print, Radio, Outdoor

CHICAGO, Nov. 3—Mogen David Wine Corp., which reports it is the largest producer of Concord grape wine, has lined up an advertising and promotion program this fall and winter that smacks more of an ambitious newcomer.

The company will spend about $1,800,000 during the first six months of fiscal 1960 (September through February) on advertising, some 20% more than last year.

The center of the promotion is the new "Charlie Weaver Show" (ABC-TV), but print, outdoor and radio also are scheduled. Four r.o.p. color pages will run in newspapers in 55 markets; a series of page and half page color ads are scheduled for *Look* and *The Saturday Evening Post;* outdoor and radio spots will be used, primarily in markets where tv coverage is not adequate.

With its new tv show, Mogen David is making full use of the popularity of Charlie Weaver (portrayed by Cliff Arquette), featuring his likeness on a variety of point of sale material. The company is also using Charlie Weaver hats, buttons, masks, etc., as merchandising devices.

■ The wine maker tested Christmas gift wrapped bottles last year, and will market them in volume this season; more than 300,000 cases of wine will be sold with holiday wrappings. It is the only major wine maker to provide prewrapped gift bottles, the company said.

■ This month the company will begin advertising for its new fresh blackberry wine, now in distribution. It is the first product expansion for Mogen David, and may be followed by other fruit wines now in test stages.

Marvin Mann, account supervisor on Mogen David at Edward H. Weiss & Co., said that sales since Sept. 1 have increased about 15% over last year, due in large part to the "tremendous impact" the promotional program has made on distributors and dealers. #

GOING, GOING—*Mogen David will use this four-color newspaper ad in 55 markets in mid-November to promote its wine for Thanksgiving gatherings.*

...today,
ENGINEERS
make the buying decisions!

You can influence the buying decisions of 195,000 engineers by advertising in these Engineering Society Publications:

MINING ENGINEERING
CHEMICAL ENGINEERING PROGRESS
CIVIL ENGINEERING
ELECTRICAL ENGINEERING
JOURNAL OF METALS
MECHANICAL ENGINEERING
MECHANICAL CATALOG

Census Bureau Issues Final Bulletins on Retail Sales by State

WASHINGTON, Nov. 3—The first stage of the publication program for the 1958 census of business was completed successfully last week as the Bureau of the Census released the last of 54 bulletins providing preliminary retail sales results for each state and territory.

The bulletins have been appearing throughout the past six weeks. The bureau noted that the publication program is running approximately two months ahead of the 1954 census, with the last of the preliminary state bulletins for 1958 issued before the comparable date of the first bulletin issued after the 1954 census.

■ The summary bulletin for the U.S. showed sales totals about 3% below $200 billion, which had been reported last January on the basis of the bureau's sampling under the monthly retail trade report. However, the bureau said much of the difference is attributable to the fact that the preliminary bulletins omit some returns which arrived too late for revision or verification.

Officials said the final published totals are likely to be within 1% of the retail total which the bureau computed from its monthly sampling machinery.

Each of the preliminary state bulletins gives retail sales for 11 major lines of trade for the state and for each metropolitan area in the state. The bulletins also provide total sales for each county and community of more than 2,500 persons.

■ Bulletins are available for 15¢ each from the Bureau of the Census, Washington 25, D.C., or Commerce Department field offices.

The next stage of the publication program for the business census involves similar sets of preliminary state bulletins for wholesaling and service trades. The publication program for the 1958 census of manufactures is also expected to be under way soon, with the release of four major bulletins summarizing results of the census and 300 bulletins summarizing results for important industries.

All these materials are expected to be in print before the end of this year. #

Franco Joins Swan & Mason as VP Heading Media

Carlos Franco, formerly head of his own New York agency, has been appointed a vp of Swan & Mason Advertising, New York agency which opened last month (AA, Oct. 26). He will be in charge of media and marketing and serve as a plans board member.

Carlos Franco

An executive of Young & Rubicam for many years, he has also been general sales manager of Crosley Broadcasting Corp., radio-tv director of the old William H. Weintraub & Co., and assistant to the president of Kudner Agency.

Daily Heads Tropitone Sales

Walter J. Daily, veteran marketing executive in the appliance field, is moving from Stamford, Conn., to Sarasota, Fla., to become vp in charge of sales and advertising of Tropitone Furniture Co., maker of outdoor furniture. Mr. Daily previously filled top advertising positions at Lewyt Corp., Bendix and General Electric. He supervised all GE appliance advertising for four years.

Sanders Adds Five; Names Linn

Sanders Advertising Agency, Dallas, has added five accounts. They are A.R.A. Mfg. Co., automotive air conditioning company; Figurette, maker of a home slenderizing unit; the Fibre Glass boat division of A.R.A.; Unitex, a holding corporation, and Horton-Horton, specialist in aircraft interior design. Sanders also has named Fred Linn, formerly with Thornton Studios, Chicago, art director and production manager. Magniessen Advertising Agency, Fort Worth, is the former agency of record on the A.R.A. accounts.

Avery-Knodel Adds 4 Stations

Avery-Knodel has been named national representative for KTHT, Houston; KDWB, St. Paul; KRKD, Los Angeles, and WATV, Birmingham. KTHT formerly was handled by Adam Young Inc.; KRKD was handled by John E. Pearson Co. WATV had no previous representative, and KDWB is a new station.

A Noted Educator says:

Bloomington-Normal Educational Standards are among the best in U.S. —Ideal for New Industry

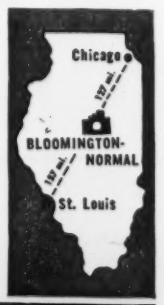
The possibilities of receiving a fine education in Bloomington and Normal, Illinois, are unusually good. The people of the communities have shown by their support that they believe in education. As a result we have 21 elementary schools, including four parochial schools; and four high schools, including one parochial school. There are two universities—Illinois State Normal University with an enrollment of more than 3500 students and Illinois Wesleyan University with 1200 students. Both schools are over a century old and are considered as outstanding institutions of higher education in the Midwest. Both the schools and the community make available many cultural and educational events during the year.

If you are looking for a well-balanced community with a fine educational system, be sure to look into the possibility of making Bloomington and Normal in the central part of Illinois your home.

Ralph G. Bone
PRESIDENT
Illinois State Normal University

it's a fact!

178,000 people with incomes 20% over the national average live in this area. Your advertising in the Pantagraph assures coverage of this market.



THE Pantagraph
BLOOMINGTON-NORMAL, ILLINOIS
FULL COLOR NOW AVAILABLE
Represented by Gilman, Nicoll & Ruthman

Time to Change Men Running Nets, 4A's Told

(Continued from Page 1)

fact that the airwaves are owned by the American people—that the networks have a deeded obligation for programming in the public interest."

■ To back up his accusations, Mr. Susskind related the tale of his travail in selling his latest show, "The Moon & Sixpence," which he said he believed was "something of a tv classic."

After signing Sir Laurence Olivier for $100,000, he started on a desperate and futile round of agencies and networks to sell it.

"You people have probably all seen me before—don't you remember that wan, gaunt figure haunting your hallways, dying a little more every day?"

When all else failed, he said, he sold the show to NBC for $250,000, although he estimated it would cost $300,000 to produce. The show actually cost $288,000, without counting overhead, so he waived his re-run rights to NBC to get the extra $38,000 and get out of the hole.

■ An "essential" scene was ripped out of the show to make room for six commercials, he said. "And the commercials of RCA were just obscene; in the midst of this moody, dark tale, they burst in with a loud flashing commercial, with a rock and roll beat, asking 'How would you like to color this picture of Perry Como and win a free RCA set?'

"These commercials by Kenyon & Eckhardt were not just inept and in poor taste, they were stupid. How can you sell tv sets that way?" he asked, while the man who introduced him, K&E's copy chief, Howard Wilson, sat, uncomfortably, a few feet away.

■ In similar vein, Pierre Martineau, director of research and marketing of the *Chicago Tribune*, maintained that advertising enjoys a false image of being dynamic, creative and rapidly changing.

"Actually the formula is virtually unchanged in the past 20 to 50 years, except that the copy is shorter. The products are much more exciting and full of ideas than the advertising.

"Remember Leo Burnett and his 'take tea and see'? We had a consumer panel in Chicago and found that tea consumption had dropped 20%. Remember Buick and all the hullabaloo that marked Buick's switch from Kudner to McCann-Erickson? Remember how we all waited for what would come forth? And what did we get? 'The car.' And Buick dropped from fifth to seventh place."

■ (Three interested listeners seated near him were McCann people, all on the morning's program: Margot Sherman, vp and a member of the session's planning committee; John H. Tinker Jr., senior vp in charge of creative services, the session's first speaker; and Donald Armstrong, vp and conference panelist.)

The McCann trio squirmed again when Mr. Martineau tossed off a few derogatory remarks about the Coca-Cola commercials, which have "models, age 28, playing the roles of teen agers—young people seen through the eyes of old men," he observed.

■ When Stan Freberg, head of Freberg Ltd., Hollywood, stepped up, he announced he was going to play the dullest radio commercial he'd ever heard. Out came the Kiwi shoe polish commercial (Cohen, Dowd & Aleshire).

"I can't actually believe that anybody in advertising in 1959 would sit down at a typewriter and conscientiously write a commercial like that, believing that anyone would possibly listen to all the dullness, and if they did, could possibly give a hang about Kiwi when they were through hearing it," Mr. Freberg said.

"Humor is a potent and proven advertising weapon, but it must be done in a professional manner," he maintained. "Most copywriters are not up to professional comedy standards. Puns and crazy voices do not a funny commercial make. If agencies hope to sell with humor they must hire bona fide comedy writers. Don't think the people at home don't know the difference between humor and just plain silliness.

"The woman listener has been beaten about the ears with hard sell or, even worse, dull sell, for so long it is a little hard to get the old message through the scar tissue. The best way of getting through is to be musically memorable, absolutely unorthodox in approach, and humorous—and, whenever possible, all three."

■ Another critical voice from the West was that of Jerry Schnitzer, vp of Robert Lawrence Productions. His thesis was that it was the "voice of father" that too often issues the message of the tv commercial. "It is often distorted as a soprano or muted by a toothy smile, but it is father, and father at his worst—paternal and patronizing—in a fit of bombast," he said. "Father advertising is being more and more ignored. Our commercials are failing to sell."

■ Ted Patrick, ex-adman, now editor of *Holiday*, gave the group some editorial advice: "In putting out a magazine, we seek to reach the reader—not the millions of readers, but *the* reader—in as direct and personal a way as we can. Anybody who stands between us and the reader is an enemy to both of us."

The same should be the case in advertising, he said, "although you have many more people to get in the way—the contact man, the ad manager, the sales manager, and the big baboon himself. They are really all your enemies, and I think they should be treated as such. And the greatest enemy of all may well be the research expert."

■ Eric Marder, vp and supervisor of market research, Kenyon & Eckhardt, dominated the research session with an hour-long exposition of how market research is changing from an art to a science.

This was dedicated researcher's talk, and it went well beyond its allotted time. Arthur E. Tatham, board chairman of Tatham-Laird, Chicago, had opened the session by dwelling at length on the misuses of research, and Mr. Marder appeared anxious to counterattack.

Over the past 10 years, Mr. Marder asserted, market survey techniques have been revolutionized, with the result that today a researcher can test alternative campaigns or selling ideas and predict which one will perform better at the retail cash register—and by how much.

■ This was a bold claim, but Mr. Marder insisted that it could be done by careful advance design of questionnaires and mathematical analysis of answers. The pendulum has swung, he said, from simple analysis of complex questions and answers to complex interpretation of simple questions and answers.

Mr. Marder demonstrated how K&E has tested consumers on product attitude and awareness and arrived at scores that paralleled buying action. He reported that in June, 1957, the agency conducted a national automotive study covering nine makes of cars.

The scores were then plotted against actual dollar sales of these makes in the next two months. Result: A correlation that was almost "perfect."

Mr. Marder stressed that the important measurement is consumer attitude toward products, not toward advertising. He pointed out that there are plenty of examples in which ads that were "liked better" or even "recalled better" simply did not do better in sales.

■ In an account management meeting, Donald Cady, vp and general manager of the chocolate marketing division of Nestle Co., asserted that top agency men spend too much time "wooing new business and not doing enough wooing of the wife you have."

He also urged agency managements to present the story of advertising to client managements in such a way that they are "convinced that advertising dollars are not merely a tax on their business." Mr. Cady said that in "many companies" dollars spent for advertising are viewed as a drain, or a tax. #

Last Minute News Flashes

National Reportedly Shifts Brands to Richards

NEW YORK, Nov. 6—National Distillers Products Co. reportedly is planning to move all of its brands at Lennen & Newell (Hill & Hill, Bourbon de Luxe, Kentucky Colonel and Cinzano vermouth) to Fletcher Richards, Calkins & Holden. The latter agency now has Gilbey's gin and vodka, Highland Nectar, King George IV and Vat 69 scotches. Billings on the L&N brands are estimated at about $1,000,000.

DuPont to Move Overseas Account Out of BBDO

NEW YORK, Nov. 6—Batten, Barton, Durstine & Osborn is slated to lose the international advertising account of E. I. du Pont de Nemours & Co. next year. BBDO set up a liaison office in Zurich last year to coordinate European advertising for Du Pont and other clients.

Carter Shifts Frenchette Account to Bates

NEW YORK, Nov. 6—The Frenchette division of Carter Products has switched its advertising from Cohen, Dowd & Aleshire to Ted Bates & Co., effective about Jan. 1. Bates already handles Arrid, Carter's Little Liver pills, Nair depilatory, Wallace Laboratories (Miltown, etc.) and other Carter accounts. Frenchette was acquired by Carter in May, 1958. The split between the low-calorie salad dressing maker and its agency was first reported here a month ago (AA, Oct. 5).

Strike Shuts Four Boston Newspapers

BOSTON, Nov. 6—All Boston newspapers except the *Christian Science Monitor* were shut down today by a strike by the 1,200-member Boston Typographical Union No. 13. The strike vote was 561 to 511, which may indicate possible reconsideration. The papers were last struck in August, 1957, when a mailers union strike closed the papers for 21 days.

Vance Named to New Mars Marketing Post

CHICAGO, Nov. 6—Mars Inc. will name Norman Vance Jr. to the new post of director of marketing Dec. 1, but Mr. Vance is already at work selecting a new agency to replace Knox Reeves Advertising (AA, Nov. 2) on the $3,000,000 account. Mr. Vance, presently head of Callerman Co., Skokie, Ill., food brokerage company, will be in charge of sales, advertising and marketing research at Mars. Meanwhile, Herbert A. Lehrter confirmed the exclusive ADVERTISING AGE report that he would leave his post as Mars' general advertising manager Dec. 1. He said he resigned because "major organizational changes at Mars will relegate advertising to a less important role, which in my opinion is a mistake."

Columbia Foods Appoints North; Other Late News

• **Columbia Foods**, Chicago, a division of Consolidated Foods Corp., has named North Advertising, Chicago, its first agency. The division, formed a year ago, markets LeGrande, Uncle William and Brown Beauty canned foods.

• **Kenyon & Eckhardt**, New York, has revamped its marketing setup, with G. Maxwell Ule, senior vp for marketing, named to the executive committee, and Stephens Dietz, formerly merchandising head, named group vp-marketing services. Mr. Dietz will be in charge of the marketing, research, tv-radio, media and merchandising departments. Paul Bradley, formerly in sales development, has been named vp in charge of merchandising. Mr. Ule's spot on the executive committee had been previously held by Anderson Hewitt, who recently left K&E and joined Compton Advertising.

• **This Week Magazine** is considering a monthly supplement in the beauty and fashion field to be published in 1960. It was reported that the supplement, which is expected to run as a second section, following *This Week*, has been tentatively named *American Beauty*.

• **Eastco Inc.**, maker of Clearasil, an acne remedy, has appointed Batten, Barton, Durstine & Osborn, New York, to handle advertising for a new product. Lennen & Newell handles Clearasil.

• **Sonny Boy Co.**, Fresno, Cal., producer of chocolate milk fortifier and concentrated fruit drink flavors, has named Cunningham & Walsh, San Francisco, as its agency. The company's annual ad budget is said to be more than $500,000. Sonny Boy previously has been a direct advertiser.

• **Copywriter Therese M. Macri** has filed a $75,000 suit against Martin Mayer, author of "Madison Avenue, U.S.A.," and Pocket Books Inc. charging "defamatory libel" because the book said that copywriter and jazz hobbyist Don Williams wrote the Pepsodent jingle, "You'll wonder where the yellow went." Miss Macri said she wrote the slogan in 1955 and that the statement in "Madison Avenue, U.S.A." has placed her veracity in doubt and her reputation "as a highly creative person has been changed to one of a highly deceitful person." Formerly at Foote, Cone & Belding, she is now with Warwick & Legler. The defendants have 20 days to reply.

• **Clement F. Theisen Jr.**, formerly with Noyes & Sproul, has joined Cortez F. Enloe Inc., New York, as an account executive.

CBS Asks NAB Aid in Creating New TV Ad Code

(Continued from Page 1)

volving other aspects of tv's operations. Some members say deceptive advertising is high on the list.

Mr. Stanton and National Broadcasting Co.'s President Robert Kintner presented somewhat divergent views in their testimony before the committee. During his appearance yesterday Mr. Kintner outlined plans for a security unit at NBC and expressed confidence quiz shows could be operated honestly.

By contrast, Mr. Stanton today reiterated his belief that quiz shows cannot be kept honest when large sums of money are involved.

■ Both network presidents complained about a whipsaw of conflicting responsibilities. They said sometimes they are scolded for failing to crack down on programming, while on other occasions they are threatened with anti-trust action.

"We are constantly reminded of the limitations on our authority by the rights and obligations of our affiliated stations under the FCC Act; by the restrictions of the anti-trust laws; and by the asserted rights of advertisers," Mr. Stanton said.

Both contended they had no basis for acting against quiz shows until newspaper stories appeared after mid-1958. Pressed to explain why they had not been alerted by articles in *Time* and *Look* in April, 1957, Mr. Kintner termed the articles hearsay. Mr. Stanton stressed the fact that magazines are rivals of tv and hostile to it. If he was lax in not acting, Mr. Stanton argued, what about the publishing companies themselves. After all, he said, they own stations; yet none of these stations raised the question or refused to clear time for the quiz shows. #

Davis Will Convert 'Science & Mechanics' to Monthly Next Year

CHICAGO, Nov. 6—Davis Publications, New York, has purchased Science & Mechanics Publishing Co., formerly a subsidiary of Curtis Publishing Co., Philadelphia, for an undisclosed sum.

The new Davis acquisition includes *Science & Mechanics* and numerous handbooks. *Science & Mechanics*, now published every other month, will go monthly with the October, 1960, issue.

Bernard G. Davis is publisher and president of *Science & Mechanics*, succeeding Virgil D. Angerman, who has left the company. Mr. Davis and his son, Joel, exec vp, will commute from New York to Chicago, where *S&M* will continue to be published.

Science & Mechanics was founded in 1930; Mr. Angerman took charge of the publication in 1937. Curtis bought controlling interest in 1954 (AA, Sept. 20, '54). #

C&W Names Weeks, Nichols Senior VPs; Appoints Neuner

Cunningham & Walsh, New York, has named Shelton Weeks, vp and account supervisor, and Carl W. Nichols Jr., with the agency 13 years, senior vps. In its San Francisco office, Cunningham & Walsh has named Charles L. Neuner, formerly an independent marketing management consultant in Chicago, an account executive.

Full Texts of Statements by Abrams, Webb, Revsons

(Continued from Page 8)

decided was that a certain match would end next week, and another contestant would advance to another plateau on the Question show. This famous last memo was a crude translation into plain language of what had been the general purport of the meetings. Mr. Martin Revson was quite upset at this memo, and ordered that there be no more memos, because he did not want to be bound by what anyone put down on paper. He thought it a foolish thing to put down on paper.

7) The decisions were arrived at about contestants—who should continue on the Question, how a match should go on the Challenge—and the sponsor and agency expected that the decisions would be carried out with a high degree of accuracy.

8) The meetings also dealt with other problems, such as M.C.'s categories, format changes, etc.

9) At one point it was decided that there be more losers on the Question show, because it was too boring having all winners. When that decision was made, it was expected that the producers carry it out; and, in fact, they did carry it out, using, I assume, the technique of asking questions based on the amount of knowledge they felt a contestant had in a specific category.

The above is a complete and accurate picture of what went on at the weekly sponsors meeting which constituted my primary contact with the shows. I was always present in these meetings in my capacity as a Revlon executive, and I participated in the decisions which were made.

Since I have nothing to add to this statement, and feel that there is absolutely no need of explanation or qualification, I request that I be excused from personal attendance at the subcommittee hearings.

* * * *

James D. Webb's Statement

I am President of C. J. LaRoche and Company, Inc., the advertising agency. We have represented Revlon, although not on an exclusive basis, since October 1, 1954. I have been in advertising over 20 years. I was formerly Chairman of the Board of Governors of the Eastern Region of the American Association of Advertising Agencies. Before I joined LaRoche in 1951 I was Vice President of Young & Rubicam.

During the period that Revlon sponsored the $64,000 Question and $64,000 Challenge I attended many meetings having to do with both shows.

I remember the circumstances when Revlon took on the $64,000 Question. The program had been offered all over town to a number of potential sponsors and/or their agencies, all of whom had turned it down. The Revlon executives decided that it was the kind of program that would be interesting and effective.

During my constant contacts with those who worked on these shows, producers, sponsors and others, nothing ever occurred to arouse my suspicions. It never entered my mind that these were anything but straight-forward, up and up contests. We were told by the producers and we believed that the questions were prepared by Dr. Bergen Evans of Northwestern University, that they were guarded by the Manufacturers Trust Company or the other banks involved, and that neither the sponsor, the agency nor any contestant had access to them. Consequently, there would not be and to the best of my knowledge there was no tampering with the questions by the Revsons or any other Revlon executive.

During the meetings that were held regularly to discuss the programs, there were often opinions expressed by Revlon and the advertising agencies that not enough showmanship had been employed in the selection of contestants, that EPI had chosen badly. At such times the EPI people usually disagreed and forcefully defended the selection of contestants.

From time to time, Martin Revson or George Abrams of Revlon expressed the hope that uninteresting contestants would leave the show. But to me this meant that EPI should re-evaluate the contestants and not encourage them to try for the higher level.

Neither I nor any other executive of the LaRoche agency ever received the slightest complaint that there was an impropriety whatsoever in connection with the shows. Hundreds of contestants appeared and won or lost—but not one of them ever complained to us that he had been treated unfairly. To us, this would tend to confirm what we already believed: that the contests were square and honest.

When I first heard accusations that contestants had been given advance information as to questions, I was shocked and did not believe them. Until I read of Mr. Cugats' testimony I never suspected that there was any dishonesty in these shows. I attended meetings in connection with them, I met and listened to the producers, I attended rehearsals and I saw the shows when they finally went on the air. I believed that the programs were honest. Surely, the producers never gave me the slightest reason to believe otherwise.

* * * *

Charles Revson's Statement

My name is Charles Revson. I am President of Revlon.

I appreciate the opportunity to appear before this Committee because I want to put the record straight, especially about some statements which were made here yesterday.

It seems obvious to me that attempts are being made by the producers to shift the responsibility for the abuses which you are exposing. It seems obvious to me that those who rigged the quiz shows would have you believe that pressure from my company made them do so. That is not the fact and it is facts that I would like to present to you today.

I helped to start Revlon more than 27 years ago. Today it is one of the important manufacturers of cosmetics and toiletries in the United States, and our sales are worldwide.

The record of our growth and the public acceptance of the products that Revlon makes is the best proof that we run a solid and substantial business. We have too much at stake to do anything ourselves or to allow anybody else to do anything, if we can help it, which would reflect unfavorably upon us as a company.

And this is where the $64,000 Question comes into the picture.

In the spring of 1955, one of the advertising agencies came to us with a quiz show that they had been trying to sell around the advertising business without success. That was the $64,000 Question, a show devised by Louis G. Cowan, Inc. I knew Mr. Cowan and I had and still have, a great deal of respect for him and for his ideas. In my opinion, nobody could question his integrity. At Revlon, we thought he had a good idea in this program. We felt it was a good risk and we took it.

I wish that you would just try to think back to four years ago when the $64,000 Question went on the air. It was a fascinating show. It was the nearest thing to an over-night success that I can recall in the history of the business. It had an emotional appeal to millions of people, including me.

I never missed a show if I could possibly help it. I would walk out of a theatre in the middle of a play just to watch the show on Tuesday nights. I would sneak out of banquets when I should have been listening to the speeches, to make sure that I'd see whether the Italian shoemaker would win $32,000 by answering a question on Italian opera.

That's the effect the show had on me. Sure, I was the sponsor, but I was just like the rest of the millions of Americans who had been caught up in the drama of this program.

If I had known that these shows were fixed, crooked, rigged, do you think for one minute that I would have bothered this way? And yet I heard for the first time last week, and you heard the testimony yesterday, that they were even rigging the show right from the start with some of the earliest contestants. This was a time when the $64,000 Question was at the peak, when its ratings were at their highest. I was absolutely flabbergasted.

Now this is the way the situation was while the shows were on the air:

I was head of a company that made good cosmetics, and its reputation meant as much to me as my own. Our sales had been growing from the first year the company was founded, and they are still growing at a nice rate now. We were sponsoring first one, then two, quiz shows which quickly attracted the highest ratings in the business.

I thought the shows were good. I thought the shows were honest. If I had had any suspicion that they weren't, we never would have taken them in the first place. It wouldn't make sense to risk the good will built in twenty-four years by putting on and keeping on a phony quiz show—no matter how good its ratings were.

We did not own either of these programs.

We leased them from Entertainment Productions, Inc., the producing firm that succeeded Louis G. Cowan, Inc.

EPI owned the show and they had complete control over everything on it except the commercials.

In other words, EPI was the boss, we paid the bills, and we had the right to make suggestions. We had no other right—the producers had the final say about the program. That's the way the contract reads and that's the way the contract worked from the beginning until the end.

We pay close attention to all of our advertising, as we do every other phase of our operations. We have always worked closely with our advertising agencies and we wanted to work closely with the producers of this show. So, Revlon did make suggestions to the producers. Our people had a meeting every week with the producers and with the advertising agency. As a rule, I never attended these meetings. I left that up to the officers of Revlon in charge of advertising—Martin Revson, executive vice president, and George Abrams, vice president in charge of advertising.

Now here are the types of things we were interested in. First, we wanted the show to stay good and improve. We were particularly interested in the quality of the contestants, variety in the contestants.

As time went on we thought there should be more categories. We also had some suggestions about the pacing of the show.

Now all of these things that we suggested dealt with the quality of the show. We wanted to see interest sustained in The Question and The Challenge. But we **never** suggested and we **never** imagined that the producers would tamper with the honesty and integrity of the questions or the contestants themselves. That would destroy the whole basis of the program.

We made the suggestions, the producer could accept them or not. Sometimes he did. Sometimes he didn't.

It was my responsibility and Revlon's responsibility to offer advice to help make this show as attractive and entertaining as possible. We wanted it to reflect favorably upon the company and our products. We wanted it to be a good showcase for our advertising. We wanted it to continue to be something that the people of America could look forward to every week.

It was our obligation to offer suggestions so that the show fit in with the character of our company. We wanted the producers to provide interesting contestants, and interesting categories.

It never occurred to us that we should have to **police** the show as well, because we never received a complaint concerning the honesty of the show until the spring of 1958. In fact, I personally didn't hear about it until the late summer of 1958.

The first complaint that we received came from a contestant who appeared on The Challenge in March, 1958. He thought he had been cheated. He came to Revlon's vice president in charge of advertising and told him that his opponent received help. Mr. Abrams called in the producers for an explanation. They said the complaint was ridiculous. They said it was purely accidental that the opponent had been asked the questions before the program that were later asked of him on the air. They swore up and down that they had no intention of favoring one contestant over another. They denied emphatically that they had given actual questions or answers to any contestant in advance, except with the remote possibility of accident.

Mr. Abrams didn't even tell me about this until several months later when the complaining contestant appeared again. This time the contestant told him that the District Attorney of New York County had asked him to come down for a talk. It turned out that the contestant had written to many of his friends claiming that the $64,000 Challenge was a hoax and he wanted his friends to know that he wasn't as stupid as he appeared to be on the program when he was defeated.

I was deeply concerned as soon as I heard about this. I immediately asked our counsel to investigate. The producers were called in once again, and once again they protested that nothing dishonest had been done and that it was a purely accidental coincidence.

In the meantime, another quiz program on another network, Twenty-One, had come under attack. I became convinced that the producers of all quiz shows should form an association and announce it immediately. I thought that they should pick a man of high integrity and impeccable reputation to head it up, and make him the "Czar" of the quiz and contest shows. I thought that they should have such a Czar police the industry so that nobody could question the honesty of these programs, the same as in baseball.

I talked this over first with Mr. Cowan of CBS-TV to get his advice and any support he could give for such an idea. He expressed his opinion that the networks themselves could not be a part of the Czar setup and I agreed with him.

Then I asked our Special Counsel, Mr. William Jaffe, to present the idea to EPI, the producers. They didn't like the idea and now I can understand why. Again they repeated their denials that they had done anything wrong and they said that if they went along in creating an association of quiz show producers, and if they helped to hire a czar to police the business, that would be an admission of guilt. So they didn't.

But I kept the idea in back of my head anyhow.

Then on September 6, 1958, another $64,000 Challenge contestant said in a newspaper interview that he had received help in winning $4,000 on the show. A meeting was arranged almost immediately on the same day the story appeared in New York. Mr. Jaffe was there for Revlon. CBS was there. EPI was there. Our co-sponsor, P. Lorillard & Co., was there. Mr. Thomas Fisher, attorney for CBS, had spoken by phone with the contestant, who had confirmed the story he had given to the press. This meeting of the network, the producers and the sponsors went on for about 6 hours and most of that time was spent questioning the representatives of the producing company, including Mr. Carlin who appeared before you yesterday.

Again, just as the first time when they had been questioned by Revlon, just as the second time when they had been questioned by our attorneys, they said there was nothing to it. They maintained they had done nothing wrong and that "coincidence" was responsible if the contestant thought that he had received some aid.

The $64,000 Challenge was to go on the air the next day. Mr. Jaffe asked whether CBS would not permit the show to go on. The CBS lawyers didn't think as yet the evidence was sufficient to justify such action. Apparently, the representatives of the other sponsor, P. Lorillard & Co., concurred in this opinion.

The necessity for a czar was still strong in my mind. So two days later, I again made the suggestion at another meeting. I argued that there had to be a quiz show czar, that the integrity of these shows and their value as an entertainment medium and an advertising medium could only be saved and the public could only be protected if such a czar were appointed. Please bear in mind that this suggestion was made more than a year ago.

I also argued that such a czar ought to be able to make his own investigation with his own staff to find out if any rigging had occurred, and if it had, how it was done.

Nobody else at the meeting liked the idea and I got no support.

But at least CBS was concerned enough about the situation so that it started its own investigation. At my request Mr. Jaffe was present at at least three sessions when contestants were called in and examined by CBS. None of these contestants knew or would admit to knowing of any wrongdoing with respect to their shows.

By now I was fed up with quiz shows. We had had accusations, but no evidence. The producers continued to protest their innocence. CBS had found no evidence of dishonesty in its investigation of the contestants. But still I felt that the publicity about what seemed to be dishonesty on other quiz shows with which we had no part had damaged all the shows' reputations beyond repair.

So it was then that I decided that Revlon would no longer sponsor the $64,000 Question even though nobody had complained up to that time about this program.

Finally, in November, 1958, both CBS and P. Lorillard agreed to this. The three of us reached a settlement terminating the contract with EPI and we paid EPI $225,000. Revlon paid $90,000, Lorillard paid $90,000, and CBS paid $75,000.

This is our experience with quiz shows.

We did not participate with the producers in rigging them. When we received a complaint and made an investigation, we were met with repeated denials—three times—that there had been any dishonesty. We were rebuffed when we suggested a Czar for quiz shows.

And we had to pay to be released from our contract.

Just one more point:

Remember that one of these producers admitted to this Committee yesterday that they also rigged the BIG SURPRISE show sponsored by other companies.

The Big Surprise and the two $64,000 shows had only one thing in common. It was not the sponsor, it was the producer. This producer would have you believe that sponsor pressure from Revlon drove him to do what he did on our show. Then what caused him to rig the Big Surprise?

I appreciate the opportunity which you have given me to appear and to set the record straight by presenting the facts as I know them.

Thank you very much.

* * * *

Martin Revson's Statement

My name is Martin Revson. I joined Relvon in 1935, two years after it was incorporated. I remained with the company as Executive Vice President until my resignation on April 30—a period of 22 years.

Revlon sponsored "The $64,000 Question" from June 7, 1955 until November 16, 1958. It sponsored "The $64,000 Challenge" with Kent Cigarettes from October 23, 1955 until September 7, 1958. During my employment by the company—that is, for all but the last few months that Revlon sponsored these programs—I was the senior Revlon executive responsible. Occasionally, my brother, Charles Revson, President of the company, would drop into meetings to comment briefly, but the operating responsibility was mine.

I came down here today voluntarily to tell you this:

I never knew any question before it was asked on the air.

I never had the slightest knowledge that any contestant was fed advance information as to any question.

I never was told any answer in advance.

I never had the slightest knowledge that any contestant was told any answer in advance.

I never knew how much a contestant knew until I heard him on the air. I was as surprised as anyone else how much some of our contestants knew about their subjects.

I understood that the questions were prepared by Professor Bergen Evans of Northwestern University, whom I regarded and still regard as an incorruptible scholar.

I understood that the Manufacturers Trust Company, one of the oldest and most respected institutions in the City of New York, protected the integrity of the questions and answers.

I never believed the producer could throw a contestant off the show when he wished.

I never directed or suggested that any contestant be removed from the show by giving him a hard question.

I never directed or suggested that any contestant be given an easy question. I believed that the order of questions was set by Dr. Evans.

During the years that I was responsible for Revlon's participation in the programs, about 300 contestants appeared and either won or lost. But not a single one of them ever complained to me that he was not treated fairly.

We believed we had bought an honest show and we were convinced we had one. Frankly, we would have been foolish to have had anything to do with a show that was not completely honest. After all, Revlon's reputation was staked on the integrity of our programs. We were spending millions of dollars yearly to build that reputation and to build consumer good will. The slightest taint of dishonesty, the slightest hint of improper practice could damage our reputation severely and wipe out our investment of so many millions. With so much at stake, no business man in his right mind would ever think of permitting anything but the highest standard of integrity in connection with these programs.

You've heard, of course, a number of things about these shows. I'd like to read to you a statement by the man on whom I ultimately relied for the questions and answers on these shows, Dr. Bergen Evans. It appeared in last week's Life and I've brought copies for you. (read)

Now, to whom did the shows belong? I can tell you simply; they were not Revlon's. Rather, the shows had been conceived and produced by Entertainment Productions, Inc.—EPI—and EPI owned and operated them. We only leased the contractual right to telecast them as they were prepared by EPI. Under our contract, we had a few limited rights. For example, we had the right to prepare the commercial announcements. We had a veto on the master of ceremonies. And EPI agreed to confer with us with reference to the programs. But EPI, owned the programs completely. The contract provided that EPI, the Producer,

"shall have **exclusive** control over the means, methods and persons employed in the fulfilling of its obligations hereunder . . ."

and

"shall exercise the **exclusive** right to select, engage, fix the compensation of, discharge and otherwise **manage and control all persons employed by Producer for the programs.**"

In short, EPI was boss. They had the last word on everything about the shows. If we didn't like it, there was nothing we could do about it.

EPI's people made it clear that they did not need Revlon. They told us constantly that we were lucky to have the show, that other sponsors were lined up at their door.

Now, of course, when I could, I made suggestions. We had meetings regularly and my associates at Revlon and I regularly expressed our views, I'd like to tell you about some of the suggestions we made:

First, the initial selection of a contestant required good judgment. We wanted an interesting contest and an entertaining show. And so I insisted that EPI present contestants who were true experts and who would be warmly received by the public. When in my judgment EPI failed, I told them so. I understand that Revlon has delivered to you copies of the minutes of some of our meetings. You will find that they contain many criticisms by me of contestants whom EPI had selected. You will find extensive discussions of possible contestants, ranging from Boris Karloff to J. Edgar Hoover. And you will find that Revlon paid for EPI people to travel around the country to find new contestants.

Further, I wanted a balance of contestants. I wanted men, women and children and I wanted them to be expert in a broad variety of subjects, so that the programs would have the broadest appeal possible.

Next, you must remember that these contests were for very high stakes—up to $64,000 at first and later for even higher stakes. They were contests—these were not give-away shows. To sustain public interest, we felt, prizes of this size must be hard to win—a winner must **deserve** to win $64,000. And so I kept insisting that harder questions be asked so that only the exceptional person would win really big money. I expected that EPI would express my views to Dr. Evans.

All of these matters, you understand, were matters on which the Producer, EPI, had the final say. All I could do was to make sure that they knew how we felt.

My suggestions ranged from the broadest possible policy matters to the narrowest details. I constantly asked that the show be fast paced and of high dramatic value. I criticized the lighting, the way the contestants were dressed, the conversation that the MC had with contestants before the questioning began. We discussed every detail, large and small.

But I never once suggested that a particular contestant win or lose. It never entered my mind that the Producer could control the losing or winning.

* * * *

Trade Drive Key to Kodel 'Catch-Up' Push

(*Continued from Page 2*)
being fully tapped today by clients.

• **5.** It is up to the agency to find ways to sell the client on using more of its facilities.

Kodel

The introduction and marketing of Eastman Kodak's polyester fiber after eight years of development and research was described by Bruce F. Roberts, director of advertising, Eastman Chemical Products Inc., and John Benoze, Doherty, Clifford, Steers & Shenfield, Eastman account executive.

Mr. Benoze said the first Doherty, Clifford assignment on the new product came when "we researched the hell out of Dacron," Du Pont's polyester, which had trade and consumer acceptance and virtually no competition for about eight years.

It was decided that Kodel needed to be "daring, dramatic and different" in its introduction, especially since its budget was nothing like the Dacron appropriation. A brainstorming session turned up such ideas as blanketing Seventh Ave. with little Kodel parachutes or buying out an entire performance of a Broadway hit and serving up the Kodel commercial during the intermissions.

■ Ultimately, the basic theme for Kodel was developed:

"Eastman Kodel—the champion of stay-fresh fibers." A "spectacular" trade introduction was used, consisting of a total of 30 pages in the *Daily News Record* the week of Sept. 17, 1958, and a similar insertion in *Women's Wear Daily* the following week. Kodel bought about 17 of the pages; mills, converters, manufacturers, etc., took the rest.

With the manufacturers thus stimulated, Kodel moved to the retail front, selecting the 25 major markets which account for about 45% of total retail sales, and proceeded to concentrate on key retailers in each of those areas. This included a Kodel presentation showing local advertising which Kodel would run using the store logo—and pay for, at the national rate (Kodel does no cooperative advertising).

This was a three-month project for the agency and client, including visits with retail sales people. In New York, Mr. Roberts and Mr. Benoze explained how Kodel tied up with the John David clothing chain, which "wrapped up the Kodel program in New York," backing it with store promotions and retail and national advertising paid for by John David.

■ In the question-and-answer period following the presentation Mr. Benoze was asked if the agency made any money during this time, and replied, "No, but we learned an awful lot." Later he characterized the Kodel work as "investment spending which matured very rapidly," adding that the agency was getting commissions during this time on two other Eastman fabrics, Chromspun and Estron.

Hostess Finer Doughnuts

The testing and introduction of Hostess Finer doughnuts was described to the meeting by Clifford W. Isaacson, vp and director of cake sales, Continental Baking Co., and Charles N. Crittenton, vp and cake division account executive at Ted Bates & Co.

Mr. Isaacson said that controls on "three Ds—display, distribution and development of customers," were vital for a new product to succeed.

Practically "everybody in the baking business was in the doughnut business," he commented, and Hostess therefore wanted a doughnut which was at least partially different and exclusive. It came up with a product which had little grease absorption but still could retain granulated sugar, and put it in the premium class of six doughnuts for 35¢.

Dallas, although a southern city which "historically" doesn't go for cake doughnuts, according to Mr. Isaacson, was chosen for the first test, because the Hostess name had "tremendous acceptance" there. This was nearly a year ago, and the product is now in seven markets (including Los Angeles) with a sales volume in the $10,000,000 class, Mr. Isaacson said.

■ Mr. Crittenton pinpointed the competitive situation in the food business by citing figures which show that 22¢ of every $1 goes for food, but there are more than 5,100 manufacturers competing for that 22¢.

The greatest percentage of the 22¢ will go to "those manufacturers who consistently reach consumers through full weight advertising, but also reach them through outstanding tie-in display at the retail level," he said.

"Unless this reminder tie-in advertising is accomplished by careful planning, full distribution and abundance of product on retail shelves plus promotions and feature displays designed for advertising recall at the retail level, a manufacturer's chances to consummate the sale are less, and full weight advertising is watered down."

Mr. Crittenton made a cogent distinction between advertising and marketing.

■ "Once the retail marketing process is understood to be the sum of everything it takes to make a sale, the difference between an advertising plan and a marketing plan becomes obvious. Advertising plans are concerned mainly with what an agency thinks its client ought to say to the people; where, when, and how these messages ought to be delivered; and how many of them ought to be delivered.

"Whereas marketing plans are concerned with product, packaging, pricing, profit, sales potential and estimates, method of distribution, expenditures for promotion and display, public relations, measuring the effectiveness of the marketing campaign, and finally, the decision to commit funds for broadening the introduction.

"Client-agency relations on any over-all marketing plan can be anything both parties want to make them," he continued. "Since the agency business represents a tremendous pool of marketing experience and talent, the ideal relationship is one wherein the agency is granted maximum participation."

■ A "less than ideal" planning effort is one where the agency handles all planning connected with advertising and the client handles all other phases of the project. "It is in the area of market research that agencies could be most helpful to their clients, providing of course the agency is set up to offer such marketing service," he said. #

Pedersen Hurlbut Norton Woods Larrison

LUNCH—*Breaking bread together at the Broadcasters' Promotion Assn. meeting in Philadelphia were Roy C. Pedersen, WDAY, Fargo; John F. Hurlbut, WFBM, am and tv, Indianapolis; Mrs. Margaret L. Norton, KNTV, San Jose; Jud Woods, WDAF, Kansas City, Mo.; Hovey Larrison, WHEN, Syracuse.*

Idea Well Doesn't Run Dry: It Deepens, Small Assures AWRT

CHICAGO, Nov. 4—Don't sit and wait for inspiration to achieve good creative advertising ideas; take advantage of the spare minutes during a busy day to produce copy or campaign ideas, advises Irene Small, Erwin Wasey, Ruthrauff & Ryan vp and account executive.

Miss Small, account executive on William Wrigley Jr. Co.'s Doublemint gum and one of the few woman account executives in Chicago, told the American Women in Radio & Television chapter here today that she gets many of her ideas by sitting down at her typewriter and putting both hands on the keyboard. "Then I've got to think up something—and I do," she said.

Formerly radio-tv copy chief of Ruthrauff & Ryan before her assignment on Wrigley, she still devotes part of her time to writing commercials for radio and tv.

■ Miss Small said that no matter "how busy we are, there are always a few spare minutes when you drop all activity to wait for a long-distance call or wait for a secretary to bring in your letters."

She stressed the importance of hard practice as a basis for good idea getting. She believes, she said, that as one gets older, the ideas seem to come thicker and faster—long years of practice paying off.

In describing some of the bright spots in her career, Miss Small told of the time, during the war, when she was trying to dream up an idea for makers of Big Yank work clothes, during the period of war shortages.

Her nieces and nephew were visiting her, and—indefatigible singers—they constantly sang "Old MacDonald Had a Farm." So, Miss Small said, she picked up the cue and wrote some lyrics to the tune. "Big Yank clothes have gone to war," etc. The client was enthusiastic, she recalled.

Early in her career, she said, she was dashing off prose for Hyde Park beer and thinking that when the "emergency" was over and things simmered down, she would have time to do all the things a writer should do to obtain grist for his mill.

"Since that dream never materialized, ideas have had to come from hard work—at the time they were needed," she said. #

Wheeling Names Stewart

Wheeling Tile Co., Wheeling, W. Va., has appointed James A. Stewart Co., Carnegie, Pa., to handle its advertising.

Upgrade Own Stature in Industry, Industry Image Too, Quirk Tells BPA

(*Continued from Page 1*)
red hot quiz scandals. Television, he said, has suffered a tremendous setback in the past ten days, with all of tv having been a little tainted and made a little suspect. The responsibility of rebuilding the image in the public mind and recouping the damage, he continued, is a very important one.

■ At the five round table give-and-take sessions the atmosphere was one of serious searching for answers to old problems and sparks for new ideas. A great many of the promotion executives took notes for later reference.

The round table sessions dealt with audience promotion, trade paper advertising, sales promotion, merchandising, publicity and exploitation. Each of the group sessions was repeated five times a day, like a vaudeville show on a busy Saturday, enabling convention goers to catch one sitting on each of the five topics.

• Leader for the audience promotion session was Robert V. Freeland, KOTV, Tulsa. He estimated that tv stations in the U. S. now spend more than $35,000,000 a year on local audience promotion. He said KOTV's over-all promotion-merchandising budget ranges from $35,000 to $40,000.

The participants seemed agreed that on-the-air promotion is the best means of publicizing their shows, but they did not agree on the effectiveness of newspaper tune-in advertising, especially for regular shows that have been running a long time and have no special news pegs.

• The trade paper advertising discussion was under the direction of Kirt Harriss, KPRC, Houston, who predicted that this fast growing field is in for even greater expansion. But he sounded a warning against stations which try to plant "puff" stories in trade papers. Too much "puffery," he said, will mean that the books will lose their worth as advertising media directed at sophisticated buyers of broadcast advertising.

The question of whether there is sufficient separation of advertising and editorial functions in trade papers was raised. The discussion indicated that trade paper salesmen talk a good deal about tie-ins between advertising and editorial, but they always insist it's "going on in another book," not theirs.

■ Among other ideas discussed: "If the story is good enough, you'll get it in whether you run an ad or not, and if the story isn't good enough, you won't get it in even if you run an ad"; "There are a lot of stations which have the same man handling advertising and publicity, and that creates a problem"; "If the magazine publisher is also the sales manager, you begin to wonder."

• Leader of the merchandising round table was Heber E. Darton, WHBF, Rock Island. Jack L. Williams, WBZ, Boston, chaired the sales promotion session, and Montez Tjaden, KWTV, Oklahoma City, was in charge of the publicity and exploitation meeting.

■ H. Preston Peters, president of Peters, Griffin, Woodward, and Adam J. Young, head of Adam Young Inc., gave some suggestions as to how the station men can better equip their representatives. Mr. Peters urged closer liaison and a steady flow of fresh, usable data. Mr. Young said radio needs creative promotion ideas to help sell advertisers and agencies on using the medium that they no longer recognize as a national medium.

GODT IS ELECTED PRESIDENT OF BPA

PHILADELPHIA, Nov. 4—Gene Godt, sales promotion and advertising director of KYW-TV, Cleveland, was named president of Broadcasters' Promotion Assn. for 1960. He succeeds Charles A. Wilson, sales promotion and advertising manager of WGN and WGN-TV, Chicago.

New Orleans was selected for the 1960 convention, with the meeting to be held Nov. 14-16. This year's convention drew a record turnout of more than 300.

John F. Hurlbut, WFBM and WFBM-TV, Indianapolis, and Donald B. Curran, KTVI, St. Louis, were named 1st vp and 2nd vp, respectively.

■ Elected to serve three years on the board of directors were James Bowermaster, WMT, Cedar Rapids; Dean Faulkner, KOA-TV, Denver; Robert V. Freeland, KOTV, Tulsa, and Charles (Chuck) Olson, WITI-TV, Milwaukee. Three others were elected to one-year terms on the board: Robert B. Cheyne, WHDH and WHDH-TV, Boston; Mike Shaffer, WAVY and WAVY-TV, Portsmouth, Va., and Dorothy Sanders, WLW-D, Dayton, O. They will fill out the unexpired terms of two new officers—Messrs. Hurlbut and Curran—and this year's program chairman, James M. Kiss, who is leaving WPEN, Philadelphia, to become public relations director of *TV Guide*. #

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-028". Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1959 47,344

HELP WANTED

PACKAGE DESIGNER

Unlimited opportunity for a creative senior package designer in a youthful, progressive design organization. Nominal client servicing. Send complete resume to **Smith, Scherr & McDermott, 39 South Miller Road, Akron 13, Ohio.**

LAYOUT ARTIST

Fine opportunity for layout artist with experience or interest in packaging field. Leading midwest food company has excellent job opportunity with outstanding benefits and working conditions. Send resume and salary requirements to:

Box 3085, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Assistant Wanted in Merchandising-Promotion department of South's leading magazine. Must have experience-proven ability in copy writing layout and creation of ideas. Need ability to produce volume of concise, sparkling letters. Starting salary around $7000, depending on qualifications. Real opportunity to advance. Should prefer to live in South. Address, **Elden Tuttle, The Progressive Farmer, Birmingham 2, Alabama.**

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago, SU 7-2255

ADVERTISING AGENCY
ACCOUNT EXECUTIVE

To top, creative contact man with background in packaged meats and foods, plus knowledge of radio, TV time buying—well known, solid Cincinnati agency offers BIG Immediate Opportunity leading to vice presidency within year. Other benefits. Write in confidence full details of background and salary expected. Send recent snapshot.

Box 3106, ADVERTISING AGE
630 Third Ave., New York 17, New York

PHOTO RETOUCHER to work in prominent mid-west studio. Preferably under 35 years of age with experience in retouching mechanical subjects. Good working conditions with all regular employee benefits. Send resume to: **D. R. Light Company, 1516-15th St., Moline, Illinois**

PHOTOENGRAVING SALESMAN. Out-of-town plant doing top quality black-white and color seeks New York Salesman. Replies confidential.

Box 3128, ADVERTISING AGE
630 Third Ave., New York 17, New York

HELP WANTED

COPYWRITER-AD MANAGER

Challenging position in NYC to handle ad dept of mail order book publisher—primarily Catholic religious publications. Capable of rough layouts and type specification. Salary open.

Box 3107, ADVERTISING AGE
630 Third Ave., New York 17, New York

BARNARD'S
A Specialized Placement Service
ADVERTISING, PR, EDITORIAL, SALES, SECRETARIAL & GEN OFF
call or write
Miss Barnard Mr. Pollard
WA 2-2306, 220 S. State St., Chicago 4

HELP WANTED—ARTIST

Financially sound small town agency in Central Illinois has opening for artist with all-around art, printing background. Excellent living and working conditions. Salary $6-7,000 depending on experience and qualifications. Write

Box 3108, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Research Director—Representative

Must have complete knowledge newspaper selling—ability to direct entire dept.—originate new selling plans—newspaper and/or agency experience essential.

Box 3109, ADVERTISING AGE
630 Third Ave., New York 17, New York

Advertising Space Sales—Metropolitan class consumer magazine with current quarter million circulation seeks salesmen with client contacts.

Box 3110, ADVERTISING AGE
630 Third Ave., New York 17, New York

MARKETING MAN, some advertising experience, work with VP of large northern New Jersey (Bergen County) metal-working company and agency on basic program data; late twenties; good future, salary commensurate with experience; send confidential resume to

Box 3113, ADVERTISING AGE
630 Third Ave., New York 17, New York

PRINTING-PRODUCTION man with well rounded experience **FOR QUALITY FIELD.** Expert in type, mark-up, specifications, knowledge of shop procedures for printing processes, scheduling work flow. Permanent position and opportunity to grow. Write giving full particulars, please don't phone. Personnel Director, **FAMOUS ARTISTS SCHOOLS, WESTPORT, CONN.**

HELP WANTED

Job Printing Salesman. Full or Pt. Time. South Side Chicago pref. Write

Box 3111, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLICATION SPACE SALESMAN WANTED

Experienced advertising space salesman wanted, Chicago headquarters. Salary and bonus. Give complete information in resume, including compensation desired.

Box 3112, ADVERTISING AGE
200 East Illinois St., Chicago, Ill.

MOLENE PERSONNEL SERVICE

publicity ..... editors
advg. managers ..... copywriters
artists .... media .... production .... sales
"All is grist, which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

SALESMAN—Senior National Newspaper space salesman for newspaper representative—must have extensive experience selling N.Y. agencies and advertisers direct.

Box 3129, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

POSITIONS WANTED

A COPYWRITER

Desultory background, viz., ship's cabin boy to actor. Now sensible and well disposed Adv. & Sales Promotion fellow with good experience; married; thirty; send for my resume—send for me.

Box 3119, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADVTG AND SALES PROM. MGR.

Excel record of 20 yrs. merchandising advtg exp in an exec capacity. Creative, heavy on radio & TV sales, prod. & consumer contests. Personal contact w/ newspapers, radio & TV sta's in 150 major mkts. Can produce immed. results.

Box 3116, ADVERTISING AGE
630 Third Ave., New York 17, New York

NEED AN ASTRONAUT?

SPACE sales is my business. For resume, please contact

Box 3114, ADVERTISING AGE
200 E. Illinois St. Chicago 11, Illinois

MAG AD MGR TO RELOCATE IN MPLS

Gal with proven ability to handle great responsibility, create fresh ideas, soon in Mpls; ex-agency writer, dept store ad mgr, now mag ad mgr; BS-J summa, in 20s, married, O chldn, want career post-$6000 .

Box 3115, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXPERIENCED N.Y. SPACE SALESWOMAN

Desires change-Trade Magazine Publishers Representative or Newspaper. Will travel Metrop Area—N. J. or Conn.

Box 3121, ADVERTISING AGE
630 Third Ave., New York 17, New York

POSITIONS WANTED

AMBITIOUS, CREATIVE MINDED YOUNG MAN

23, single personable & mature. U of Ky grad. (B.A. Eng.). Seek training program with advertiser or agency leading to challenging career. Exper. in retail, food, & industrial sales. Wrote golf column for suburban paper. Posses writing, organization & layout talent.

Box 3117, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVG PRTNG BUYER/ASST AD MGR

Fully Exp in print prodn planning, advg prodt buying, Purch. prtg (offset, letterpress, gravure, & silk screen.) Also print sls incl. est. Art Production Mgr.

Box 3118, ADVERTISING AGE
630 Third Ave., New York 17, New York

SALES MGR—SALES PROMOTION MGR FOR CREATIVE LITHOGRAPHER
Los Angeles or San Francisco

17 years exp in Sales Mgt, Sales, Adtg, Marketing. Now earning over $20,000; will start for less and base future income on my ability to substantially increase sales. Detailed resume on request

Box 3120, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

AGENCY OR ADVERTISER

Bright, hard worker with potential seeks to broaden. Two years top agency experience, one with account responsibility—pkg. goods. MBS in marketing. Growth opportunity important. Please write for resume.

Box 3122, ADVERTISING AGE
630 Third Ave., New York 17, New York

NOT MUCH EXPERIENCE

But a Trojan when it comes to work. **Steve Solomon, 5162 Jason- Houston 35, Texas.**

REPRESENTATIVES WANTED

OHIO TERRITORY

Fast-growing publications serving the field of rockets, missiles, and space vehicles require alert, aggressive publisher's rep to cover Ohio. Good potential.

Box 3124, ADVERTISING AGE
630 Third Ave., New York 17, New York

REPRESENTATIVES AVAILABLE

Publishers representatives with successful career in producing large advertising revenues for consumer and trade publications has facilities and highly trained staff to represent another publication in the Eastern territory. Our office is in N.Y.

Box 3123, ADVERTISING AGE
630 Third Ave., New York 17, New York

REPRESENTATIVES AVAILABLE

PUBLISHERS

•Experienced sales-representative invites inquiry from Publishers regarding consistent coverage of Southern Midwest territory. 11 years experience calling on clients and agencies in Missouri, Kansas, S. Illinois plus key areas Oklahoma and Nebraska. Familiar in Trade, Industrial and Consumer fields. Some editorial background also.

•Married, University graduate, Journalism degree. Full information, resume sent on request.

Box 3125, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS OPPORTUNITIES

FOOD PUBLICATION FOR SALE.

Approx. 5¼ Million Annual Gross Ad billing. Valued at $250,000. Worth looking into. Principals only.

Box 3030, ADVERTISING AGE
630 Third Ave., New York 17, New York

$5000 BUYS SECURITY plus substantial income. Beautiful thirty room motor-lodge, restaurant, cocktail lounge, private beach. Immediate. **BOX 56, CROWN POINT, NEW YORK**

FOR SALE—Partners Retiring

Two monthly Trade Papers—Two Annual Catalogs Annual volume over $200,000.00. Price very reasonable.

Box 3126, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MISCELLANEOUS

Color reproductions, catalogue sheets, fast service, top quality.
Skokie Colorgraph
Morton Grove 8, Illinois

NEW! FLORIDA BUSINESS OPPORTUNITY SERVICE!

Factual monthly publication, Florida businesses currently for sale. All prices. How to contact. No generalities Sample only $1.50; Three months $4.00; Six months $7.00. Satisfaction guaranteed. **FLORIDA BUSINESS OPPORTUNITY DIGEST Box 11006 (AA9) Fort Lauderdale, Florida.**

DO YOU WANT TO REACH ALASKAN READERS?

Alaska Call—Alaska's leading monthly magazine covers all of Alaska. For information—use airmail to Alaska—write **Alaska Call, Box 2082, Anchorage, Alaska**

DELUXE APARTMENT 3½ rooms balcony Gold Coast Chicago to share with advertising space sales executive.

Box 3127, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WHAT MAKES A top MARKETING MAN?

Ambition? Yes. Broad interest in marketing, advertising, sales promotion? Yes. Leadership ability? Yes that, too—but none of these qualities pay off unless they are developed, and here at Procter & Gamble we know how to develop them. Procter & Gamble's success is due to the people we develop and promote from within.

Our formula is this: You start immediately with challenging assignments matched to your present ability. You will have a responsible position within the broad field of marketing-advertising-sales promotion. Representing the Advertising Department, you will also contact other departments and our advertising agencies.

But the quickest way to become a top marketing man is to work *with* top marketing men. That is the finest training P & G can offer—and the most valuable experience you can acquire.

Before we screen you for these jobs, we'll give you the opportunity to "screen" us. If you are a college graduate between the ages of 21 and 30 send for complete information about the department, the company and *your* future.

MAIL THIS COUPON FOR COMPLETE INFORMATION

Mr. H. H. Wilson, Jr., Dept. AA119
Procter & Gamble
P. O. Box 599
Cincinnati, Ohio

Dear Mr. Wilson: Please send me information on career opportunities in your Advertising Department and enclose an application form.

I received a _____ from _____ in _____
(degree) (school) (year)

Name _____

Address _____

City _____ State _____

CREATIVE ADV.—SALES PROM. EXEC. NOW AVAILABLE

Young (32) Advertising—Sales Prom. Mgr. with background of proven creativity, administrative and sales is now available thru sale of company. Former A/E (Consumer and industrial accts.), agency owner, adv. sales prom. mgr. of business Mach. Corp. Capable organizer. Knows dealer co-op. "Can do" comp. layouts, top copy, sound adv. campaigns, marketing plans, merchandising ideas. Thorough graphic arts knowledge. 12 yrs. solid experience. College. Personable. Single. Will consider foreign assignment. Box 790, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

MR. AD EXECUTIVE

Looking for an account executive, ad manager, copy writer, media director or space salesman?

FRED JOHNSON

formerly with Crowell Collier, now Advertising Employment Consultant

DOROTHY DOCKSTADER CONSULTANTS
64 E. Lake St., Chicago RA 6-6167

GOING MY WAY?

Here are a few choice openings which a revitalized manpower market has brought my way:

MARKET RESEARCH DIRECTOR ..... To $20,000
Top-level mail order or retail chain stores B/S in hard and soft lines.

MARKET RESEARCH DIRECTOR ..... To $15,000
B/G in building materials or hard lines.

MARKET RESEARCH MANAGER ..... To $ 9,000
B/G in consumer hard lines or related products.

PUBLIC RELATIONS DIRECTOR ..... To $10,000
B/G in building materials or consumer hard lines.

SALES PROMOTION SUPERVISOR ..... To $11,000
B/G in major appliances distributed thru public utilites.

BRAND ADVERTISING SUPERVISOR ..... To $10,000
B/G in building materials, hard lines or food products.

ACCOUNT EXECUTIVE ..... To $11,000
B/G in packaged food products.

COPY SUPERVISOR ..... To $20,000
Agency print & radio-TV B/G in consumer products.

These are Midwest assignments, so if you are interested in "going my way", contact me in complete confidence.

GEORGE E. PYLKAS
Executive Advertising Consultant
CADILLAC ASSOCIATES, INC.
20 E. Madison Bldg.—Chicago
FI 6-9400

ARTISTS WANTED

Who would like to enjoy life and grow in sunny, busy Dallas, Texas. Our firm has grown ten times in five years. Need talented young artist to do effective layouts, type spec. and mechanical art for magazine ads, direct mail and annual reports. Also need competent type-spec-and-paste-up artist for mechanicals. Send complete resume of work history, snapshot of self and indicate annual salary. Excellent insurance, fringe benefits and profit sharing. ADDRESS: **DON L. BAXTER, President, DON L. BAXTER, INC., Melba Building, Dallas, Texas.**

Publishers

Established representative invites publishers' inquiries regarding coverage of Middle-West territory. Since 1952.

James k. millhouse
PUBLISHERS' REPRESENTATIVE
5935 Montrose Avenue, Chicago 34, Ill.

ADVERTISING MANAGER WANTED FOR GROUP OF JEWELRY STORES

Excellent position with growing organization for experienced man who knows art, copy, layouts, newspaper and direct mail promotions. Some TV advertising. Must be creative and capable of directing department. Send resume—salary desired and samples if possible. Permanent position with company benefits. All replies confidential. Box 798, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

NEW CREATIVE OPPORTUNITIES AT GARDNER

Expanding creative needs in the St. Louis headquarters office of Gardner Advertising Company have produced some exciting career opportunities in our Television and Copy Departments. If you feel you can qualify for one of the following positions, please write and tell us that you'd like to be considered. Include a resume of your background, and a letter telling us what you feel you could contribute. If we decide to work together, you can expect to work in a stimulating creative environment, and enjoy the personal benefits that are an inherent part of life at Gardner. Starting salaries are based on your experience and ability. We feel you'll find them attractive.

Television Art Director. Create and develop film commercials on top food accounts. Experience necessary, either with agency or studio. Amount of experience is not as important as your ability, but we will want to see things you have done in this area.

Television Writer. Write television film commercials on top food accounts. Experience in writing film TV commercials necessary. Food experience desirable. Woman writer preferred, since food commercials are involved. If we've sparked your interest in one of these jobs, write to Philip R. Smith, Personnel Director:

GARDNER ADVERTISING COMPANY
915 Olive St.
St. Louis 1, Mo.

TO: THE EXECUTIVE RESPONSIBLE for INTERNATIONAL OPERATIONS

FROM: Walter Lowen—Management Consultant

I know an extraordinary young man who knows international marketing and advertising, administration and management of overseas offices . . . Multilingual, he has been based in New York but has worked in England, in Europe, in Latin America, and is familiar with the Near East.

Now successfully employed as a Vice President in Charge of International Operations, he has confided in me his desire to seek enlarged responsibilities . . . This man can be a rare find for an advertising agency or national advertiser who wishes to take full advantage of his more than ten years' comprehensive and valuable experience. Negotiations must be carried out with discretion. Write to me a 277 Park Ave., New York 17—or 'phone ELdorado 5-2583.

PUBLICATION WANTED

Business magazine publisher wishes to buy industrial publication. Cash or short or long term financing.

Box 608 Advertising Age
630 Third Ave., New York 17, N. Y.

MOVING?

Homes near the Sound and fine Clubs of Westchester and Lower Connecticut are our specialty. Let us help you buy . . . and/or . . . sell your home.

J. STANLEY HARE
Realtor
156 W. Post Rd., Mamaroneck, N.Y.

BIRCH Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.

By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, Ill.
CEntral 6-5670

Is There A COPYWRITER In The House

who believes he can write better than anyone in his shop; who wants to breathe again, think again, and stretch where the walls are expandable. If you've got direction and purpose and are convinced you're a major writer, introduce yourself to us and send us the one ad you always show to your friends.

Mr. Gene Novak, Creative Director
The Rumrill Company, Inc.
1895 Mt. Hope Avenue
Rochester 20, N. Y.

ACCOUNT EXECUTIVE

Top Chicago AAAA agency needs Account Executive for major account. Must have Television, Radio, Hi-Fi product experience either as account executive or advertising-sales promotion manager of TV-radio manufacturer. Excellent opportunity for man with right qualifications. Salary open. Tell us about yourself in complete confidence. Our executives know of this ad. Box 801, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

MEDIA and RESEARCH DIRECTOR

Exceptional opportunity in well-established A.A.A.A. Michigan Avenue agency, for experienced man to take charge of all media and research operations. All media, print and broadcast. Research consists of supervising work within the agency and by outside organizations. Write fully in strict confidence about background, experience and yourself. Enclose photo if available.

Box 807, ADVERTISING AGE
200 East Illinois Street,
Chicago 11, Illinois

we need another fast, skillful layout "visualizer"

whose renderings have crispness and authority—who knows how to use people interest, realizes that pictures may often be the "copy"—who is up on typography—isn't afraid of unusual formats, the new graphics opportunities now being made available by media. Consumer goods and industrial. Growth agency. Fine, modern offices. Pleasant living—nearer everything. Box 775, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

ART DIRECTOR WANTED

THE AGENCY: W. D. Lyon Company. 4A. Staff of thirty. Completely departmentalized. Not local in any sense of the word. Our accounts are serviced by professionals in copy, research and art. Growing rapidly.

THE CITY: Cedar Rapids, Iowa. 85,000. Now second largest in Iowa. A very pretty town, excellent schools and playground facilities. City offers a symphony orchestra, local theater and a college as well as the small town advantages.

THE JOB: Art Director. Requires a man who knows advertising as well as art. Will be expected to work with copy department and account men on other than routine work. Should have ability to render semi comps. However, we want to buy his thinking ability primarily. The art director will buy art from studios and free-lance men in Chicago, New York and Los Angeles—just about wherever he chooses.

If you are interested, please send samples and a letter in confidence to:

John Fisher, Creative Director
W. D. Lyon Company
303 Second Avenue, S.E.
Cedar Rapids, Iowa

or if you'd like to know anything more about the agency, accounts or our method of operation, please phone collect. We'll be glad to hear from anyone who feels he is qualified and is interested.

BUSINESS PUBLICATION ASSOCIATE EDITORS

One of the nation's best-known business paper publishers has two immediate openings for associate editors. Here are two challenging positions for individuals with a minimum of two or three years experience on business publications. Most important qualifications: writing ability and an established interest in subjects related to advertising and marketing. Both positions offer an opportunity for advancement with starting salary commensurate with experience. Liberal fringe benefits will appeal particularly to those looking for a lasting association. Location: Chicago. Send detailed resume, including salary requirements to:

Box 803, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

COPYWRITER FOR NORTH CAROLINA AGENCY

Unlimited opportunity for a young creative copywriter with fast-growing North Carolina agency. Must have proven ability, minimum 5-years agency experience. Please send resume, salary expected and samples of your work. Reply to Box 804, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

Our 48th Year

COPY, consumer, print & TV. Big account. $20-22M
COPY, industrial. A top-notcher not wistful to be an AE. to 18M
TV ART DIR. Resourceful with foods. 13-15M
DIV. ADV. & SLS. PROM. MGR., electronics distrib. to mfrs. & in aftermarket. Big co. 10M
PRODUCT ADV. MGR. Exper. big nat'l retail promotions. 10M

GLADER CORPORATION
Don Harris, Dir. Adv. Div.
110 S. Dearborn Chicago CE 6-5353

ADVERTISING—SALES PROMOTION EXECUTIVE

National food manufacturer, Chicago, has excellent opportunity for man with successful experience in Advertising or Sales Promotion with consumer packaged food products. Must have demonstrated administrative and analytical ability and have a grasp of sound merchandising principles. Age 35-45. Degree in Marketing or Advertising. Meat or dog food experience preferred. Box 802, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

ADVERTISING AGENCY TRAFFIC AND SERVICE

Real opportunity for the right man to join outstanding ad agency handling large national accounts. He will supervise staff of 14 handling traffic, scheduling and account service operations.

Must be experienced in handling and expediting print and television. Should know use-fees, film procurement, story-board and script processing. Should have working knowledge of mechanical (print) production.

Your letter describing your qualifications will be treated in strictest confidence, since the man we want is probably working in a somewhat similar job right now.

Write Wil Deppe
Tatham Laird, Inc.
64 East Jackson Blvd.
Chicago 4, Illinois

NATION-WIDE—CONFIDENTIAL—RAPID
CLIENTS IN BOTH INDUSTRY AND AGENCY FIELDS

* * *

Contact Irene Daiker

ACCOUNT SUPERVISOR—Petroleum bkgd. Marketing exp.—blue chip acc't.—leading agency $20,000
CREATIVE DIRECTOR—Solid consumer exp.—tops in creativity—ownership possibilites ..... $16-$18,000
COPYWRITER — Versatile — agcy. bkgd. exp. all media—outstanding growth and advancement ..... $9-$10,000

* * *

Contact B. L. Clem

COPY SUPERVISOR—for top level ad agency. Mainly industrial. Real opportunity for idea man $18,000
TV ART DIRECTOR—Exp'd. in visualizing TV food commercials and all TV art direction. Age to 40 ..... $15,000
COPYWRITER—Bkgd. in packaged goods copy, both print and TV commercials. Outstanding potential ..... $10-$12,000

* * *

Contact Cliff Knoble

ART DIRECTOR—West Coast agency—$12,000—Layout artists—3 Openings ..... $7,500-$10,000
COPYWRITERS—with industrial electronic experience ..... $9,000-$12,000
ACCT. EXECS.—with copy-contact abilities. 3 openings. Consumer, industrial & farm equipment ..... $10,000-$15,000

DRAKE PERSONNEL, INC.
29 E. Madison Bldg. FI 6-8700
CHICAGO 2, ILLINOIS

AD AGENCY

wants new-business man and acct. exec. who can produce not less than $250,000 annually from Chicago area accounts budgeting $25,000 or more per year. Liberal compensation. Our staff knows of this ad. Address Box 751, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

david douglas CAREER GUIDES PLACEMENT AGENCY
415 Lexington Ave. New York City
• ACCOUNT EXECUTIVES
• COPYWRITERS
• MEDIA MEN
• ADVERTISING MANAGERS
• PRODUCTION MEN
OX 7-3358

CIRCULATION PROMOTION MANAGER

An established, expanding house of paid papers needs a young man strong on new sub and renewal promotion. Salary is good. Generous profit sharing and other benefits. The man selected will work with a fast moving team. If you're good, and want a chance at bigger things, sell us in a letter. Box 799, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

ACCOUNT EXECUTIVE CONSTRUCTION EQUIPMENT

We are looking for a man with sound experience in creative work and planning on construction equipment, or other similar products sold through franchised dealers. This is an attractive position now with good prospects for future growth. Progressive, growing, medium-sized agency. We want to move as quickly as possible on this, so prompt replies with resumes will be appreciated. All inquiries kept in strictest confidence. Please reply to Box 806, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

CHICAGO EMPLOYERS!

We have well qualified
Copywriters
Advertising Managers
Asst. Adv. Managers
Account Executives
Radio & TV Men
Production Men
Artists
Editors
Photographers

PROFESSIONAL, SALES AND CLERICAL OFFICE
ILLINOIS STATE EMPLOYMENT SERVICE
73 West Washington Street
Financial 6-3960

ADVERTISING MGR. $20-$25,000

This top rated, well financed, progressive manufacturer seeks best man obtainable as Advertising Mgr. Must have proved record as top executive, capable of negotiating with agencies and selecting the proper agency for large scale programs. A knowledge of merchandising through retail channels helpful. The company is a leader in their field and the man who heads up this program should be of the same caliber. For quick action send complete record or write for application. Strictly confidential.

HARRISON PERSONNEL SERVICE
Established 1915
E. C. Allen, Director
20 W. Jackson Blvd., Chicago 4

ADVERTISING WRITERS

Challenging positions with a major East Coast electronics company await two creative men with initiative and the ability to handle a wide variety of advertising and sales promotion assignments. Industrial experience preferred.

Substantial starting salary, fringe benefits and growth potential.

Send resume to
Box 805, ADVERTISING AGE
630 Third Avenue, New York 17, N.Y.

Chun King Names Underdahl to Head New Marketing Unit

Chun King Enterprises, Duluth, Minn., has developed a new Northland-CK Foods marketing division to develop a national market for the company's dessert and pie fruits and berries, Italian foods and wild rice products.

Leonard C. Underdahl has been named exec vp and general manager of the division, and Philip A. Mark has been named vp and product manager of Northland Foods. Joseph F. Page becomes product manager for Italian foods and wild rice, and Thomas C. Lee has been named administrative assistant for sales and advertising. Carl M. Wendkos, formerly national sales manager of the Esquire division of Revlon Inc., has joined the division as national sales manager.

Brown Gets O.K. to Operate Bowling Green TV Channel

The Federal Communications Commission has granted George A. Brown Jr., sales representative for General Shoe Corp., permission to operate a new tv station in Bowling Green, Ky. In granting the application, the FCC reversed recommendations of a hearing examiner who has proposed awarding the channel to Sarkes Tarzian Inc.

NEW ENGLAND OPPORTUNITIES CONSUMER MARKETING

Mkt. Rsch. Mgr., MR bkgrd. 12-15M
Sr. Mkt. Analyst, MR bkgrd. 10-12M
Sales Analyst 8-10M
Ass't to V.P. Mktng. Nat'l mkt. exp. 10-12M
Mkt. Rsch. Analyst, new products 8- 9M
Sales: Admin.-Training 7500-8500

All the above positions require heavy experience in consumer products. All inquiries received in strict confidence. Our charges are paid by the employer.

MANAGEMENT SERVICES, INC.
75 Federal Street Boston, Mass.

CUTS HALFTONES ETCHINGS
5 SQ. INCHES FLUSH MOUNTED Overnight by Airmail. 1¢ Larger sizes, proportionately priced.
Ward Kah Box 87-A Glendale 6, Calif.

IF ADVERTISING IS YOUR BUSINESS PLACING YOU IS OURS!
Melba Oliver
Specialized Personnel Service, Inc.
629 EUCLID AVE. CLEVELAND 14, OHIO
Serving the Midwest for over 20 years

Fine, Fast, Fairly Priced Photography
pics photographers
DEARBORN 2-1082
107 NORTH LASALLE STREET CHICAGO 1 ILLINOIS
PUBLICITY CONVENTION COMMERCIAL INDUSTRIAL

ADVERTISING AGENCY PARTNER OR MERGER

Fully recognized N.Y.C. Agency operated by one executive seeks active partner with billing in order to build for future growth while reducing overhead proportionately. Now bill $500,000 with top name, excellent accounts. Highly creative staff; beautiful, air-conditioned offices at modest rental, with room for expansion. We have an interesting tax loss situation that can be highly profitable. You, your attorney or accountant write in confidence to President Box 800, Advertising Age, 630 Third Avenue, New York 17, New York.

Stockholder Sues Vision Inc. for Financial Accounting

NEW YORK, Nov. 5—Vision Inc., publisher of *Printers' Ink*, is being sued by one of its stockholders, Walter C. Teagle Jr., for a financial accounting of its operations.

Mr. Teagle, who holds 3,500 shares of Class A common stock in Vision Inc., and his counsel, Milbank, Tweed, Hope & Hadley, said Mr. Teagle had asked to see Vision Inc.'s records last April 17 but there was no response to his request.

The suit to force Vision Inc. to open its books to Mr. Teagle was filed in the New York supreme court. Neither Mr. Teagle's counsel nor Vision Inc.'s Cleary, Gottlieb, Friendly & Hamilton, would discuss the case.

■ Asked whether he had ever received any dividends on his investment in Vision, Mr. Teagle laughed and asked, "Do *you* think I have?"

Vision Inc., being a privately held corporation, publishes no financial statement. Its 1957 volume was reportedly $5,000,000. The company also publishes *Vision*, a fortnightly Spanish language news magazine, and operates the National Foreman's Institute, New London, Conn., which services about 50,000 companies with specialized newsletters, training materials, books, worksheets and visual aids.

FPRA Elects Sass President

Reed Sass, vp of the Fort Worth National Bank, was elected president of the Financial Public Relations Assn. at the group's annual meeting in Bal Harbour, Fla. Other new officers are Jordan J. Crouch, vp of the First National Bank of Nevada, Reno, 1st vp; John P. Anderson, vp of the First National Bank of Passaic County, Peterson, N.J., 2nd vp; Ernest G. Gearheart Jr., vp of the First National Bank of Miami, 3rd vp, and Robert A. Bachle, vp of the National Boulevard Bank of Chicago, treasurer. (See earlier FPRA convention story on Page 116.)

Post Joins Dr. Pepper

Kirby M. Post, formerly with Bechtel Corp., San Francisco, and earlier with Fuller & Smith & Ross, New York, has joined Dr. Pepper Co., Dallas, as co-op ad manager. For the past year Mr. Post has been attending the University of Texas law school.

Compton Elects Brown VP

R. Wells Brown, who joined Compton Advertising last year on the Mobil Oil account, has been elected a vp. He was formerly with Batten, Barton, Durstine & Osborn and J. Walter Thompson Co. in San Francisco.

MODERN NAME—*By dropping the hyphen and closing up the "auto" and "lite," Electric Autolite Co., Toledo, has modernized its name. It also has adopted a four-pointed star as its new corporate symbol. Spreads like this and small bronze tablets distributed to customers are being used to promulgate the "new look." Grant Advertising is the agency.*

Ad Rules for Defense Contractors Are Eased—Slightly

(Continued from Page 2)

reasonable cost for defense work:

• 1. Costs of participation in certain kinds of exhibits.

• 2. Advertising for the purpose of obtaining scarce materials, plant or equipment, or of disposing of scrap or surplus material in connection with the contract.

■ The provision on exhibits had been aggressively advocated by individual defense contractors who consulted with the Defense Department during the drafting of the regulations. As finally adopted it specifies that the cost will be allowed (1) when participation is upon invitation of the government and (2) when exhibits are for the purpose of disseminating technical information within the contractor's industry. A special limitation provides that the exhibit must not offer specific products or services for sale.

The use of advertising to obtain scarce material or to dispose of surpluses is not limited to special media, nor is the right to obtain reimbursement for help wanted ads. Other advertising—via magazines, newspapers, radio and tv, direct mail, outdoor, point of purchase, convention expense, free goods—continues to be non-reimbursable. Also non-reimbursable are trade paper advertising and exhibit expenses which do not comply with the restrictions included in the rules.

■ Advertising is only one of the array of costs treated in the rules, which provide standards for arriving at the price which the Defense Department pays for billions of dollars' worth of equipment each year.

Adopted at a time when Congress is complaining about profiteering in the "munitions industries," the rules remain rigid on such items as advertising, bad debts, entertainment, contributions, donations, interest on borrowings and most selling costs.

Announcement of the revised cost rules is particularly significant because in the future they are to have considerably wider application than in the past.

Formerly the cost rules were used only in measuring "cost" for cost-plus contracts, a relatively small percentage of all. Now the rules are to be the basis for cost-plus contracts, but also are to serve as "guides" in negotiating fixed price contracts, which constitute a much greater percentage of current defense purchasing. They are also to be used as guides in termination settlements. They will not be used in evaluating competitive bid contracts, the type commonly used for consumer goods and "stock" items.

■ In announcing the decision to apply the guides to negotiated contracts, the Defense Department conceded that industry generally regards them as too restrictive. The department emphasized that with respect to negotiated contracts the guides will be subjected to a test of "reasonableness."

"A cost is 'reasonable'," it said, "if, in its nature or amount, it does not exceed what would be incurred by an ordinarily prudent person in the conduct of competitive business." #

FTC Complaint Hits L-O-F, GM 'Trick Photo' Ad

(Continued from Page 2)

window.

The complaint is the first to come out of FTC since the intensive government probe of tv programming and advertising got under way in Congress and the executive departments.

Text of the complaints already had been approved by the commission last week before Chairman Earl Kintner drafted a statement promising intensified legal attacks on deceptive tv ads.

The chairman's statement indicated that in the future the commission intends to pin its complaints on agencies as well as advertisers if it finds that the agency is a party to the deception.

■ L-O-F reacted to the FTC complaint with a statement contending that FTC's action constitutes "an attack on the power of advertising effectively employed, rather than a challenge of the facts actually presented in that advertising."

The company denied that its advertising was in any way false or misleading or that it rested upon camera trickery or deceptive photographic techniques.

"The advertising in question was true and perfectly proper," it said. "The company has violated no law, and it welcomes this opportunity to present publicly its side of the purely private controversy which resulted in the initiation of the commission proceedings."

The company said GM is the only auto manufacturer in the U.S. which uses safety plate glass in every window of all the passenger cars it makes in this country. "The advertising involved has done no more than depict accurately and to compare the visual distortion in safety sheet glass with the lack of such distortion in safety plate glass.

■ "When L-O-F advertising called attention to the superior quality of safety plate glass and named the manufacturer which used it in all windows of all its cars, various efforts to bring about discontinuance of such advertising were made by parties interested in continuing their use in side windows of less desirable and cheaper products," L-O-F insisted.

FTC's complaint said that, contrary to claims in the commercials, L-O-F safety plate glass used by GM is not free from all optical distortion, and that the safety sheet glass used in cars made by GM's competitors does not, under ordinary conditions, have the excessively high degree of perceptible distortion pictured in the tv commercials.

Despite other representations, the complaint adds, the safety plate glass in the side windows of GM cars is not the same grade and quality as that used in GM car windshields, but lower; and the safety sheet glass in the side windows of other makes is not the same grade and quality as the sheet glass used in home windows, but higher.

■ The company told ADVERTISING AGE that the ads questioned by the FTC ran on NCAA football telecasts and "Perry Mason," from September, 1957, to June, 1958, when the budget for that particular promotion ran out.

L-O-F has since switched to other products and ad approaches, and is now concentrating on promotion for glass building blocks.

The companies are allowed 30 days for formal replies. #

FIRST

with READERS!

45.3% MIDWEST FARM PAPER UNIT
23.6% Farm Journal
17.7% Successful Farming
4.2% Capper's Farmer
A survey of 4,736 Midwest farms, conducted by the market research division of McCann-Erickson, Inc., advertising agency.

with COUNTY AGENTS!

45.3% MIDWEST FARM PAPER UNIT
18.6% Successful Farming
16.9% Farm Journal
3.2% Capper's Farmer
A survey of 385 Midwest county agents as to what farm publication is "most influential" among farmers of their respective counties.

with DEALERS!

60.3% MIDWEST FARM PAPER UNIT
9.2% Farm Journal
8.8% Successful Farming
1.9% Capper's Farmer
Based on 7,736 dealer replies received by wholesalers in nine categories. Individual categories of dealer preference available on request.

with ADVERTISERS!

+37.8% MIDWEST FARM PAPER UNIT
Source: Farm Publication Reports Comparative Lineage 1948-1958.
-47.5% Capper's Farmer (decreased page size in 1953)
-26.8% Farm Journal
-23.2% Successful Farming

Only one medium in the World's Richest Farm Market can offer you this four-way proof of *local impact*. So, buy the Unit—one order, one plate at a substantial saving in rates.

The UNIT STATES OF AMERICA

MIDWEST Farm Paper UNIT

WALLACES FARMER • THE FARMER
PRAIRIE FARMER • NEBRASKA FARMER
WISCONSIN AGRICULTURIST

ADDRESS: Midwest Farm Paper Unit, Sales offices at: 35 E. Wacker Drive, Chicago 1 . . . 250 Park Avenue, New York 17, N. Y. . . . 110 Sutter Street, San Francisco 4 . . . 159 South Vermont Ave., Los Angeles 4.

FORT WORTH STAR-TELEGRAM
MORNING
EVENING
SUNDAY
Dynamic Growth Is Forecast For Ft. Worth
Population to Jump 213,600
To Be 38th In U. S. in Retail Sales
Sales Management' Figures Predict Steady Gains for City
Effective Buying Income to Increase

"SALES MANAGEMENT" MAGAZINE ESTIMATE OF FORT WORTH GROWTH*

POPULATION		NET EFFECTIVE BUYING INCOME		TOTAL RETAIL SALES	
Jan. 1, 1959	618,000	Net E.B.I. 1958	$1,093,684,000	Retail Sales 1958	$715,707,000
July 1, 1965	831,600	Net E.B.I. 1965	$1,605,495,000	Retail Sales 1965	$998,616,000
Rank in U.S.A. 1959	43rd	Rank in U.S.A. 1958	43rd	Rank in U.S.A. 1958	42nd
Rank in U.S.A. 1965	32nd	Rank in U.S.A. 1965	39th	Rank in U.S.A. 1965	38th

*SOURCE: Nov. 10, 1958 issue, "Sales Management Magazine's Marketing on the Move."

THE DYNAMIC FORT WORTH METROPOLITAN AREA IS COVERED THOROUGHLY EVERYDAY BY THE FORT WORTH STAR-TELEGRAM.

DAILY (M & E Combined)	SUNDAY
250,323	220,105

ABC Audit Report March 31, 1959

"Busiest Salesman In Texas!"

FORT WORTH STAR-TELEGRAM

AMON G. CARTER, Jr., President and National Advertising Director

LARGEST COMBINED DAILY CIRCULATION IN TEXAS

without the use of schemes, premiums or contests
"Just a good newspaper"

MONY signs 'em for life —with LIFE

How Mutual Of New York paves the path for insurance sales

According to Russell V. Vernet, Director of Advertising for MONY, "LIFE reaches MONY's best prospects—the middle and upper income markets.

"Mutual Of New York has run regularly in LIFE almost since the very first issue. MONY's local representatives use LIFE ad reprints to identify themselves to pre-sold prospects. Quicker acceptance means much less time for sales interviews . . . a smoother, easier road to closing a sale. You can be sure we intend to make good use of this important sales plus for some time to come."

Life insurance isn't the only service that earns big dividends in LIFE. It's difficult to think of a service or product that doesn't. Whether it be Swans Down cake mixes, Seagram whiskeys, Toro mowers, Revlon cosmetics, Polaroid Land Cameras—you name it—LIFE Magazine has a way of showing off a product at its selling best.

So why not join the list of satisfied customers. Insure success with LIFE.

Effectiveness is a fact of ADVERTISED IN **LIFE**

KRON is TV in SF

San Franciscans are sold on KRON-TV

STARTS OCTOBER 31
WINTER LEAGUE
BASEBALL
MINUTES AVAILABLE!

• SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •